

FINE ARTS DEPT.
GENERAL INFORMATION

STACK 6

PUBLIC LIBRARY
JAN 8
DETROIT

FEBRUARY 1956 35 CENTS

modern PHOTOGRAPH

IN CANADA

GLAMOUR ISSUE...



You'll do so much more in color with...

New High-Speed ANSCOCHROME FILM!

More in dim light... because high-speed Anscochrome (exp. index 32) is 3 times faster than former color films! You get superb results with an f3.5 lens under conditions once calling for an f2.0 opening!

More indoors... because entirely new Anscochrome has the super-speed and wide latitude to carry true colors right into the shadows! Increases by far the carrying power of your blue flash bulbs!

More in fast action... because speedy new Anscochrome lets you use higher shutter speeds with smaller lens opening! You shoot (and get!) action at 1/300 second where 1/100 was your former speed.



In 120, 620, and 828 rolls, standard 35mm magazines, and in bulk in the 35mm Easy-Loader.

Here's all you need to **PROCESS ANSCOCHROME AT HOME!**

ANSCO Developing Tank...

**with spring-grip,
self-loading reel!**

This new roll film tank (takes all film sizes from 35mm to 116) loads film in seconds with no buckling, binding, or scratching! Just start film, twist reel flanges, and presto, it's



loaded! You get wonderful results with no processing blemishes. Clear plastic top reel permits easy second-exposure for color film. Only \$4.95 complete. Extra reels: \$3.00.

ANSCOCHROME Developing Outfit

Contains all the chemicals you'll need to process Anscochrome in fast, easy style. (Average developing time: 78 minutes!) Kit includes: developers, shortstop, hardener, bleach, fixer, and instructions. In quart, gallon, and 3½-gallon sizes. The quart kit... enough to process 8 rolls of 35mm Anscochrome (20 exp.)... costs just \$3.05!

ANSCO, Binghamton, N.Y.
A Division of General Aniline & Film Corp.
"From Research to Reality."



For new thrills in color...
ask for New High-Speed ANSCOCHROME!

Loa
Pola
Path
you
With
Rapa
action
at f/
light
or 4.
out f
bulb

MODER
Reenter
subscrip
Canada



NO LIMIT

to sixty-second photography!

Loaded with the new 400-speed Polaroid PolaPan Land Film, the Pathfinder lets you take *any* picture you want... and see it in 60 seconds! With its 135mm Wollensak lens and Rapax II shutter you can stop sports action at 1/400th with lens opening at f/32. You can take indoor daylight pictures at 1/50th and f/5.6 or 4.5; indoor shots at night without flash. For bounce flash, a #5 bulb and the fast film permit f/8 or

new
**400-Speed
Film**
IN POLAROID®
PATHFINDER
LAND CAMERA

f/11 openings, giving you that extra depth of field which is so important when you're focusing under six feet. The coupled rangefinder's extra-large focusing knob assures sensitive adjustment for pin-point accuracy. Synchronized for flash, both regular and electronic. Yes, with the 60-second Pathfinder and the advent of Polaroid PolaPan 400-speed film, great new possibilities in creative photography are opened. Try it yourself, and see.

MODERN PHOTOGRAPHY (combined with Minicam) is published monthly by the Photography Publishing Corp., 33 West 60th Street, New York 23, N. Y. Reentered as Second Class matter at the Post Office at New York, under the Act of March 3, 1879; additional entry at Louisville, Kentucky. Yearly subscription price is \$4.00 in U.S.A. and possessions, \$4.50 in Canada, \$6.00 in Pan-American Union and Philippines. Elsewhere, \$8.00. Single Copies 35c; Canada 40c. Elsewhere, 75c. February, 1956. Vol. 20, No. 2.

Get the Most Out of LIFE!



COLOR PRINTS

for as little as 25c each!

All the original beauty of your precious transparencies faithfully reproduced as only LIFE COLOR can! you get custom-quality prints, individually color-controlled by the latest electronic equipment . . . compensated for over and underexposures!

WRITE
LIFE *Color* **LABS**

Dept. M-2

204 Washington Avenue • Albany, New York

WALLET SIZE 25¢ each

2½ x 3½	40c	5 x 7	1.25
3½ x 3½	50c	8 x 10	2.50
3¼ x 4	60c	11 x 14	4.95
4 x 5	75c	16 x 20	10.00

35mm COLOR DUPLICATES ONLY 25¢

THIS ALBUM YOURS FREE!

Included with each order of 6 prints of only 1 size "Wallet," 2½x3½, 3½x3½, 3¼x4 and 4x5 sizes only. Extra individual blank albums to hold 6 color prints of the same size, only 50c each.



All orders are returned by first class mail insured.
No C.O.D., please. Minimum order \$1.00.

ANSCO and EKTACHROME color rolls developed \$1.00 each

STEREO FANS!

Now you can have 2-D Color Prints of your 3-D Transparencies, at the same low prices as other LIFE COLOR PRINTS!

**HABER
& FINK
ANNUAL**

Clearance

Our Biggest Yet!

Never before!

Don't miss it!

Must Go!

As much as 50% off!

Reduced to
Selling



LEICA, CONTAX, NIKON, CANON

	New	Used
Canon IV S 2 f1.8 Serear	\$284.00	\$128.95
Contax II 2.8 Tessar		48.95
Contax III 2.8 Sonnar		78.95
Contax IIIA 1.5 Sonnar	374.00	167.50
Contax IIIA 1.2 Sonnar	383.00	177.95
Contax IIIA 1.5	412.00	188.50
Leica IHC f3.5 Elmar		84.50
Leica IHC f2.8 Summar		118.95
Leica IHC f3.5 Elmar	237.00	126.50
Leica IHC f2.8 Summicron	336.00	175.95
Leica IHC f1.5 Summarit	357.00	173.95
Nikon 12 Nikkor	265.00	128.50
Nikon 11.4 Nikkor	299.95	164.95



STEREO CAMERAS

	New	Used
Kodak f2.5	\$ 84.50	\$ 49.50
Revere f2.5	174.50	89.50
Realist 45 f3.5	88.50	52.50
Stereo Realist f3.5 RF	159.00	64.50
Stereo Realist f2.8 RF	192.50	104.50
TDCC Colorist f2.5	99.50	64.50
Kinder f3.5 RF	99.50	57.50



35mm CAMERAS

	New	Used
Argus C-3 RF, case, flash	86.50	29.95
Bolsey B-22, RF, f3.2	58.95	27.50
Bolsey B-22, RF, f3.2	69.50	34.50
Kodak Bantam RF, f3.5	58.75	28.50
Kodak Signet RF, f3.5	75.00	44.50
Mercury II, f2.7	41.95	18.95
Minox IIS, case, chain	139.50	77.50
Kodak Pony 828, f4.5	29.50	15.95
Kodak Retina IHC, Xenon f2.8	100.00	114.50
Kodak Retina II, Xenon f2.8		49.50
Graphic 35f 3.5, case, flash	89.50	52.50
Contaflex II, RF, f2.8	169.50	99.50



2 1/4 x 2 1/4 REFLEX CAMERAS

	New	Used
Hoffex II, f3.5 Tessar, MX	126.00	72.50
Reilicord V, f3.5 Xenar, MX	134.95	87.50
Reilicord V, f3.5 Xenar, MX	134.95	87.50
Auto Rolleiflex, f3.5 Tessar, MX	248.50	144.50
Auto Rolleiflex, f2.8, MX	309.50	174.50
Kodak Reflex II, f3.5		54.50
Seaflex, f3.5, MX		47.50
Reg. \$99.50	67.50	47.50
Alpenflex, f3.5, MX		44.50
Reg. \$149.50		



EXPOSURE METERS

	Reg.	Special
Weston Master II	\$ 31.50	\$ 22.48
Weston Master II, cine	31.50	22.48
Eveready Carrying Case	2.75	1.75
Weston DR, case	16.50	11.49
GE PRT	22.50	22.50
GE DW 68	26.50	18.95
Carrying Case for GE	2.75	1.75
Norwood Colormatic	32.95	22.98
Carrying Case	3.50	2.25
Stromat X-3	29.50	20.95
Carrying Case	3.50	2.25
Bowl Automatic	29.50	19.95
Carrying Case	3.50	2.25



8mm & 16mm MOVIE CAMERAS

	New	Used
Auto-8 Voyager		
with f2.5 Comat fixed	\$134.95	\$ 89.50
with f1.9 Comat focusing	164.95	104.50
Auto-8 Vagabond f2.5 Comat fixed	159.95	99.50
with f1.9 Comat focusing	189.95	119.50
Auto-8 Explorer		
with f2.5 Comat fixed	169.95	107.50
with f1.9 Comat focusing	199.95	124.50
Companion with Comat f2.5 fixed	79.95	52.50
with Comat f1.9 focusing	109.95	74.50
Sportster with Comat f2.5 fixed	89.95	55.00
with Comat f1.9 focusing	119.95	74.50
Tri-Lens with Comat f2.5 fixed	129.95	83.50
with Comat f1.9 focusing	159.95	99.50
Wildfire with f2.5 Comat fixed	49.95	32.50
Monterrey with f2.3 fixed	59.95	34.50
Auto-Load 16mm f2.5 Comat fixed	174.95	112.50
with f1.9 focusing	199.95	129.50
Twin Auto-Load 16mm f2.5 fixed	219.95	139.50
with f1.9 focusing	244.95	147.50
Auto-Master 16mm f2.5 Comat fixed	264.95	172.50
with f1.9 Comat focusing	289.95	187.50



1956 PACEMAKER GRAPHIC OUTFITS—

Brand New Latest Models with Factory Guarantee

- Garflok Back - Ekaltite Screen - NEW Graphic Coupled Rangefinder with Rangefinder and Automatic Parallax Viewfinder
- NEW Full Image Wire Finder - 3 Cell Flashgun - Deluxe Case - Film Pack Adapter or Roll Film Holder - 6 Cut Film Holders - Adapter Ring - Sunshade - 4 Filters.

PRICES BELOW INCLUDE ALL THESE EXTRAS LISTED.

SIZE	COATED LENS IN SHUTTER	SP. GRAPHIC	CR. GRAPHIC
2 1/4 x 3 1/4	101mm Ektar f4.5 1 500 sec	\$538.00	\$300.00
2 1/4 x 3 1/4	105mm Ektar f3.7	343.00	294.00
4x5	135mm Schneider Xenar f4.7	337.00	291.00
4x5	135mm Optar f4.7	354.00	305.00
4x5	127mm Ektar f4.7	354.00	305.00
4x5	150mm Schneider Xenar	391.00	334.00
4x5	152mm Ektar f4.5	371.00	327.00

New Graphic Rangefinder is manufactured for 4 x 5 Cameras only
2 1/4 x 3 1/4 Outfits are supplied with Kalart Coupled Rangefinders

	Reverse
Omni Roll Loading	
Model 80 f2.5 lens	87.50 44.50
11.9 lens	122.50 54.50
Model 50 f2.5	49.50 26.50
Model 84 Turret f2.5	122.50 57.50
11.9	147.50 89.50
Omni Magazine	
Model 40 f2.5	89.50 51.50
11.9	124.50 64.50
Model 61 f2.5	112.50 58.75
11.9	137.50 72.50
Model 44 Turret f2.5	129.50 64.50
11.9	154.50 74.50
Model 63 Turret f2.5	142.50 89.50
11.9	187.50 82.50

	Keystone
Omni Roll	
Model K-25 Capri f2.5	49.95 28.95
Model K-30 Capri f1.9	59.95 32.50
Model K-32 Olympic f2.5	79.95 44.50
11.9	99.95 54.50
Model K-35 Olympic Turret f2.5	99.95 54.50
11.9	119.95 67.50
Omni MAGAZINE	
Model K-41 Bel-Air f2.5	89.50 49.95
11.9	99.50 54.50
Model K-45 Riviera Turret f2.5	119.95 67.50
11.9	139.95 79.50

GE No. 5 Flash Bulbs, 120 per case	14.40	8.20
Solar No. 5 Flash Bulbs, 120 per case	14.40	8.74
ASA Exposure Index Guide, Brand	1.50	1.15
New Latest Guide	.49	.40
Polaroid Albums, both sizes		
HF 3 Section Lita Wala	4.25	3.19
Light Stand	.29	.20
Scotch Tape Dispenser, small	3.25	1.50
8x10 Stainless Steel Trays		
HF Slide File for 2 1/4 x 2 1/4	4.00	2.90
Slide Binders		
Kodak Ready Mounts, 35mm box of 100 for host seal	1.25	.99
Labolun Write on Tape	.59	.49
Kodak Rocher Trays, tonite, set of 3	1.95	1.90
Marshall Oil Color Sets —		
#8-4 tubes	1.50	1.15
Student—4 tubes	2.95	2.25
Academy—12 tubes	5.49	3.99
#2-20 tubes	6.95	5.19
Max Minox Film—per box of 2	13.95	10.47
KB14, KB17, Isocon, Ortho (specify)	2.50	1.80
Camera Case Retaining Screws	.50	.30
Marshall Oil Color Pencils	4.75	3.57
All Steel Army Chest, round 10 1/2" diameter, 6 1/2" deep	3.50	.75
Developing and Printing Kit	8.95	6.72



SLIDE PROJECTORS

	New	Used
TDC—35mm (2x2) Slide Projectors		
Headliner 300, Blower, 5" Lens, S	\$ 48.99	\$ 29.50
Mainliner 300, Blower, 5" Lens, M	58.50	33.50
Model D, 300W, Blower, 5" Lens, S	67.50	37.50
Model D, 300W, Blower, 5" Lens, S		
Air No case	74.75	44.50
Streamliner 500W, Blower, 5" Lens, S	75.00	42.50
Streamliner 500W, Blower, 5" Lens, S, Air No case	78.75	44.50
Professional 500W, Blower, 5" Lens, M	98.50	57.50
Professional 750W, Blower, 5" Lens, M	198.00	89.50
TDC—2x2 and 2 1/4 x 2 1/4 Slide Projectors		
Streamliner 300W Dun, Blower, 5" Lens, M	67.50	37.50
Streamliner 500W Dun, Blower, 5" Lens, M	84.50	47.50
TDC—2x2 Combination Projector-Viewer		
Projector-View Standard 150W	68.95	39.50
Projector-View Deluxe, 200W	77.50	44.95

CHANGERS AVAILABLE

Manual — S—Seminatic

Argus 2x2 Slide Projectors, 300 Watt Blower Cooled

PDB300 Standard Slide Projector

with case \$ 48.95 \$ 31.00

PDB Automatic Slide Projector

with case 67.50 39.50

Revere Slide Projectors

Model 444, blower, 5" f3.5 300W

Model 553, blower, 300W

Model 555, blower, 500W

Model 688, blower, Automatic

500W 118.50 69.95

ALL BRAND NEW... HF BINOCULAR SALE

Highest Quality...

	Reg.	Special
Japanese Coated Binoculars!		
1b50 Individual Focus	\$ 28.75	
1b50 Central Focus	28.75	
7x50 Individual Focus	22.75	
7x50 Central Focus	24.75	
7x35 Individual Focus	21.75	
7x35 Central Focus	24.75	
8x30 Individual Focus	18.75	
8x30 Central Focus	20.75	
8x30 Individual Focus	15.75	
8x30 Central Focus	18.25	
8x15 Individual Focus	11.50	
7x35 Wellensack (DN 68.50)	41.80	
7x50 Wellensack (DN 77.50)	46.50	

MOLLER HIGH QUALITY IMPORTED BINOCULARS!

	Reg.	Special
8x24 Tourax	\$124.50	\$ 96.50
8x24 Tourax	132.50	91.50
8x32 Marx	144.50	101.50
11x22 Marx	154.50	110.00
2 1/4" Opera Glass	22.50	15.75
All Glasses are BRAND NEW and complete with Carrying Case, Straps. Write for our complete Binocular Listings.		
Add 10% Federal Tax		

BUY WITH CONFIDENCE!

Haber & Fink inc.

12 WARREN ST. NEW YORK 7,

HABER & FINK, inc.
12 WARREN STREET, NEW YORK 7, N. Y. DEPT. MS

Send me _____

Amount _____ **INCLUDE POSTAGE**

I want to trade _____

name _____

address _____

city _____

state _____

10% DEPOSIT ON ALL C.O.D. ORDERS.

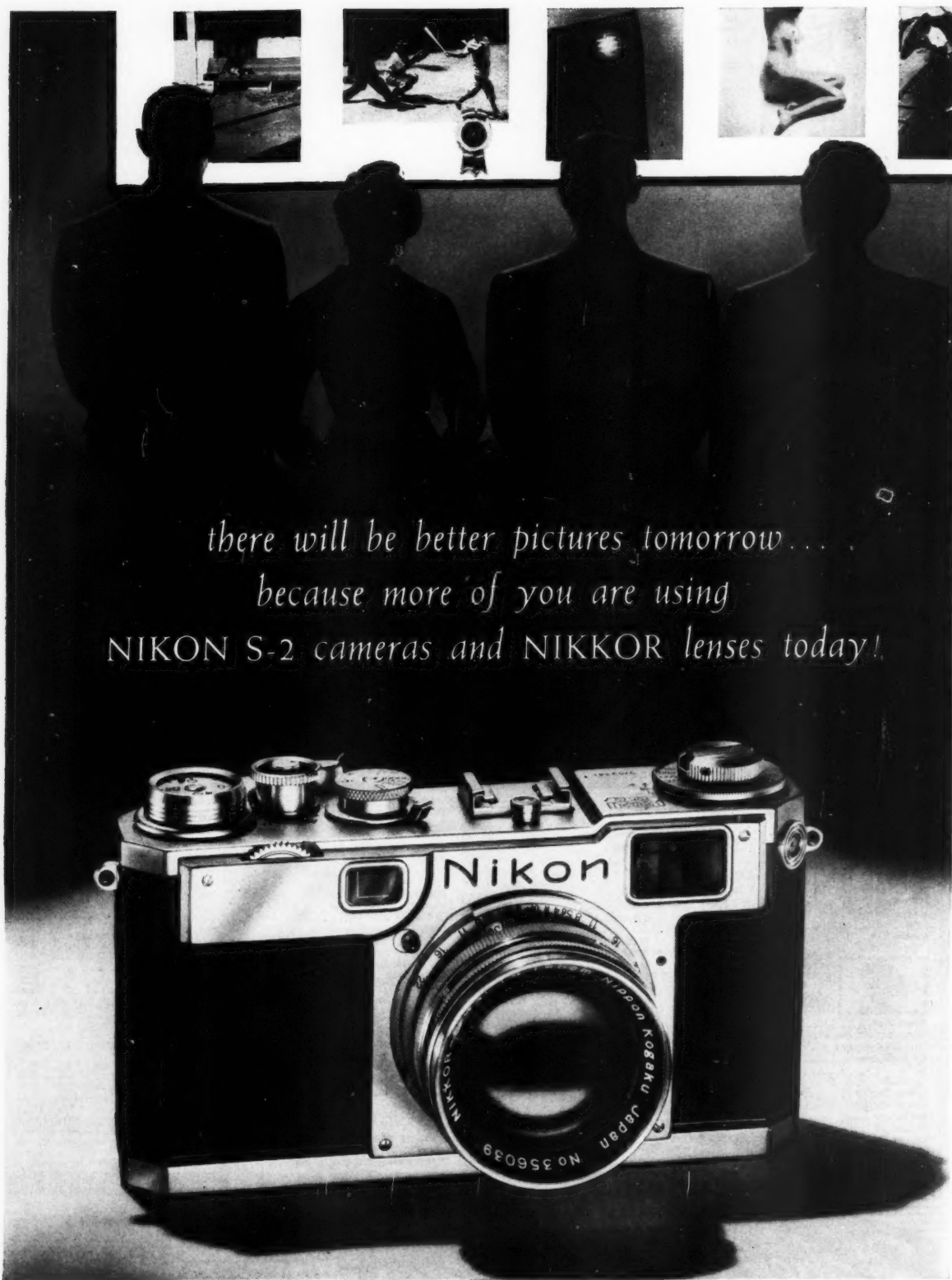
Convenient Time Payments Available!

U.S. MAIL

FEBRUARY, 1956

REMEMBER YOU SAW IT IN MODERN

5



NIKON INCORPORATED • 251 Fourth Avenue • New York 10, N. Y.

THE
High
fast
f/sto
alwa
Pi
pion
tent
whe
bad,
men
impo
with
revo
ultra

FUJI
tures
must
will



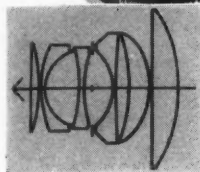
FUJI

©D.P.

FEBRU

Bushnell

presents **FUJINON** WORLD'S FASTEST 35MM CAMERA LENSES



f 1.2 50mm
Superspeed
8 elements—
6 rare earth glass.
\$299.50

Here's Lens NEWS...

THE FAST, FABULOUS FUJINONS

Higher speed...yes, proven the world's fastest...plus superb Definition at all f/stops for sparkling, brilliant pictures—always beyond your reach...until now!

Pick a difficult day to test these champions...dark, foggy, muggy...in circus tent or dim theatre...dusk or dark...or where flash is prohibited. Good light or bad, whatever the exposure requirements you'll get pictures you once called impossible...pictures still impossible without the super-qualities of the revolutionary, new rare-earth element, ultra high resolution FUJINONS.

unconditionally GUARANTEED

FUJINONS are guaranteed to produce pictures of perfect definition at all f/stops. You must be fully satisfied or your purchase price will be refunded in full!

D. Bushnell
PRESIDENT

SEE FUJINON LENSES AND BINO-FOTO*
AT YOUR CAMERA STORE—OR WRITE



D.P. BUSHNELL & CO., INC.

Dept. MP22, Bushnell Building, Pasadena, Calif.

Exclusive Distributors U.S.A.

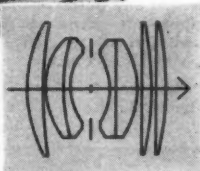
FUJI PHOTO FILM CO., OPTICAL WORKS, TOKYO

©D.P.B. Co. Inc. 1956

FEBRUARY, 1956



f 2 35mm
Wide Angle
—All Purpose
7 elements—
5 rare earth glass.
\$179.50

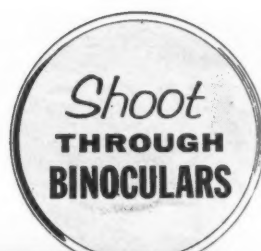


WHAT THE PROS SAY:

J. R. EYERMAN, *Life Magazine* Photographer—"I rate the f2 35mm Fujinon as one of the most useful lenses in my collection. The beautifully clear and sharp f 1.2 Fujinon lens permits hand-held photography in light far below the level that will register on a standard photoelectric exposure meter!"

LEWIS C. GUST, well known Photographic Engineer—"Never have I encountered such speed and superb definition in a wide angle lens."

Learn more about these great lenses today. Get your free copy of a frank field study "Those Startling Fujinons."



TYPICAL
SHOT

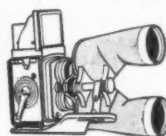


BUSHNELL
BINO-FOTO
FROM
SAME
DISTANCE

For those impossible, long-range pictures—plus fun and thrills you never expected from your present camera...



BINO-FOTO*



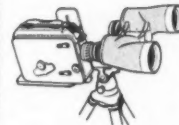
TWIN LENS UNIT

At last—7x magnification for both viewing & taking lenses. Equivalent to 525-560mm. Only \$99.45 plus tax.



35mm CAMERA UNIT

Converts your 50mm lens to 350mm! Easy to focus and view action thru other side of binoculars while shooting. Only \$99.45 plus tax.



8mm or 16mm MOVIE UNIT

Normal 1/2" (8mm) lens becomes 3 1/2"; 1" (16mm) lens becomes 7"! Coupled 7x viewfinder pulls distant action arm's-length close! \$103.40 plus tax.

Binocular engineered to photo precision—easily detached for regular viewing

*U.S. TM & Pats. App. For.

See your Dealer or mail coupon today

FREE! LENS STUDY... BINO-FOTO DATA—MAIL NOW!

Bushnell—Pasadena, California, Dept. MP22

- ☐ Send me "THOSE STARTLING FUJINONS" and other Lens Data.
- ☐ Send me free copy of "BINO-FOTOGRAPHY—Long Range Pictures thru Binoculars."

Name _____

Address _____

City _____ Zone _____ State _____

I own a _____ CAMERA

My dealer is _____

BUY IT FROM YOUR PHOTO DEALER

If you've decided to buy an electronic flash, then you've still got a problem. Which one?

You can pay anything from about \$25 up to \$2500. For \$25 you'll get a unit with the flash power of about a 1/4 of a midget flashbulb—and you'll be limited to indoor photography. It has no power supply of its own so you've always got to be on the end of a cord leading to the nearest electric outlet. For \$2500 you can have a custom-built 1/4-ton unit like the ones used in scientific research centres.

WHAT SHOULD I EXPECT TO PAY?

Almost all but professional photographers buy units for \$100 and less. You don't get very much difference in the light output of any of the units in this price range. They all produce something roughly equivalent to the light of a "peanut" flash bulb (#5 or #25)—mostly slightly less than that. You can check up on that by comparing the flash exposure guides of the electronic flash to the guide for the flashbulb.

This amount of light is more than enough for the range of photography of even most professionals who give their units far more rigorous work-outs than the amateurs. The electronic flash is a "softer" light with high carrying power. Slight extra film development is usually recommended since this adds some "snap" to the photo—as well as helping to make the light output of the flash look stronger than it really is.

The FR Electronic Flash is somewhat brighter than many of the others. FR's Kodachrome guide number is 40-50, depending on the size of the room and the condition of the batteries. Other units have guide numbers from 25 to 40. Some units have so little light that they express their guide numbers in terms of the fast color films rather than the slow Kodachrome.

WHAT ABOUT THE POWER SUPPLY?

There are essentially only three ways to power these units. 1. With big batteries that contain enough current for 1000 or more shots. These batteries cost from \$8 each on up. 2. With stand-



ard photoflash batteries. These provide 150-300 shots depending on battery freshness, frequency of use and time between flashes. They cost only 80¢ per set of four and weigh only ounces. 3. By drawing from AC house current.

Most units offer only one of the three sources of power. Some units can be used with any of the three—but they sell the components at \$20 and more each, over and above the cost of the basic equipment. FR offers the two lowest cost sources of power in one unit—photoflash batteries and AC—at NO EXTRA COST.

WHAT OTHER FACTORS ARE THERE TO CONSIDER?

Well, there's *weight*, for instance. If you're planning to hold the camera for

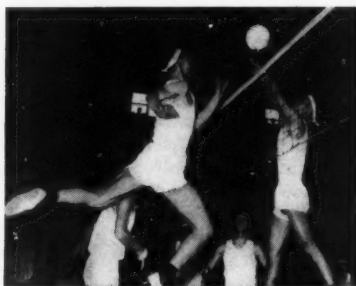
Here are the FACTS:

YOUR ELECTRONIC FLASH SHOULD NOT COST MORE THAN \$54.95 and need more than 80¢ worth of batteries!

hours at a game or a wedding or a party, a heavy unit will actually wear you out, give you "photographer's temper." The FR Electronic Flash is one of the lightest; it weighs only 2 1/2 pounds and the little batteries add only ounces more. Most other units weigh nearly 4-pounds, some even 5-pounds.

There's *recycle time*. That's the time it takes to recharge the unit between shots. Press photographers say this should be under 20 seconds since it takes that long to change film, wind the shutter, re-focus and line up the next shot anyway. When you're on AC, recharging takes less than 5 seconds on almost any unit. When you're on batteries, any batteries, it depends on their condition. Fresh batteries in the FR unit permit you to shoot as often as every 15 seconds.

You can tell that the unit is ready to fire when the FR "ready light" goes on.



A Minolta camera action photo by FR Electronic Flash.

Some units don't have that little signal light and you're never really sure when you shoot if you've gotten a "half-charge" blink or a "full-charge" flash. To your eye they look alike. But the spoiled pictures made by the "half-charge" will show up on the film as under-exposures, too thin to print.

There's the *design feature*. Some units are just heavy boxes hung like rucksacks on the cameraman's shoulder. Others are Buck Roger-ish contraptions that are too clumsy to be taken off the camera for improved lighting techniques during shooting. The FR unit head is so light that 35mm photographers like it mounted right into the T-slot on the camera top. Or it is easily fitted to any camera's side or

bottom by the bracket included in the purchase price.

The FR unit has the exclusive clip-together feature so the flash head is nestled protectively against the battery case for carrying and storage. The case itself has been "human engineered" to fit comfortably at the photographer's side.

There's the *price*. The FR unit sells complete—for \$54.95. Most others advertised at the price do not include the battery which costs about \$20 more.

WHAT ELSE SHOULD I KNOW?

Your local dealer sells the FR Electronic Flash. Within the past year, for the reasons given, it has become America's most popular unit. Many stores sell more FR Electronic Flash units than all other makes combined.

Your dealer will gladly fit an FR to your camera and he'll give you a 10-day free trial so you can try it out at home or on the job. If he is temporarily out of stock (as he well may be after his Christmas season), don't be talked into a substitute. He can have an FR for you in a few days.



SEND FOR THE FREE BOOKLET

The FR Corporation will gladly send you a free booklet telling more about electronic flash if you write to

THE FR CORPORATION

953 Brook Avenue, New York 51, N. Y.

Convert your movie camera to a TURRET-CAMERA with

the New **Elgeet**

CINE TURRET



only

\$39⁵⁰

COMPLETE WITH TWO LENSES

Installs in 30 seconds!

Amazing Elgeet CINE-TURRET lets you in on the thrills of more exciting movies — at surprisingly low cost!

Now, take wide angle shots without panning — take dramatic, screen-filling close ups — all from the same spot — without moving or breaking continuity.

CINE-TURRET features Elgeet precision attachments that slip right over your present lens, and convert it to an optically perfect telephoto and wide angle lens.

No f:stop fuss! Simply set standard lens to proper opening. Both telephoto and wide angle lenses are then at the *same* opening — with no internal light loss—no conversion factors!

Elgeet's CINE-TURRET fits most 8mm movie cameras — *installs in seconds!*

Some time this week, walk into your favorite camera store with your single lens movie camera — walk out with a turret camera.

Write for information.

Your Camera
now gets →



WITH A FLICK OF THE FINGERS...

GET TELEPHOTO SHOTS!

2½ time magnification



GET WIDE ANGLE SHOTS!

4 times the coverage



ANOTHER OPTICAL FIRST FROM **Elgeet** OPTICAL COMPANY

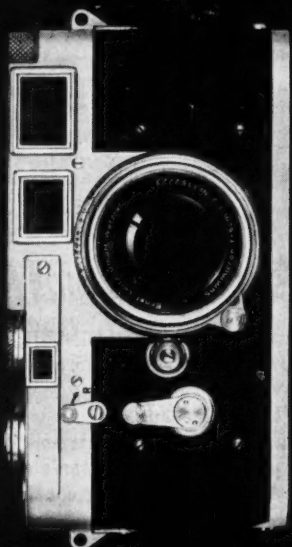
832 SMITH STREET • ROCHESTER, N. Y.

there's nothing like a LEICA

speed... high-speed optics, quickly interchangeable lenses guarantee rapid operation—the LEICA is the fastest responding camera made.

simplicity... fully integrated controls and automatic mechanisms at finger-tip reach assure extreme ease in handling—the LEICA is designed to serve the photographer.

dependability... rugged construction, precise engineering ensure consistent results of highest quality—you can always depend on a LEICA.



LEICA M-3, the world's most advanced camera, represents an amazing combination of automatic components and precisely integrated design. Among its many features:

- Precision quick-change lens mount
- Bright-line viewfinder system
- Rapid film-advance lever
- Exposure-meter-shutter coupling
- Counter with automatic zero return
- Shutter speeds: 1 to 1/1000 sec., bulb

For Your Copy of An Illustrated Brochure on The M-3, Write

E. LEITZ, INC.

468 FOURTH AVENUE, NEW YORK 16, N. Y.

modern PHOTOGRAPHY

FEBRUARY 1956, VOL. 20, NO. 2

ARTICLES

- 42 POLAROID COPY SERVICE REVAMPED AND IMPROVED
- 52 THE ANATOMY OF CHARM.....by Rudolf Arnheim
- 53 THE DECEIT OF GLAMOUR.....by Earl Wilson
- 56 GLAMOUR HAS FOUR FACES: ORMOND GIGLI PHOTOGRAPHS
ANITA EKBERG AS FOUR DIFFERENT PEOPLE
- 60 A LITTLE ACTION GOES A LONG WAY: WIL BLANCHE SAYS ALL
YOU NEED IS A GIRL AND A BEACH
- 62 GOWLAND'S HOUSEHOLD POSING CHART.....by Peter Gowland
- 66 WINGATE PAINE: A TOP COMMERCIAL PHOTOGRAPHER
SHOWS HOW TO GET IN CLOSE.....by Jacquelyn Judge
- 78 FOR GLAMOUR: TRY NATURAL LIGHT: HOW ROBERT HALMI DOES IT
- 82 PROPS AND TRICKS FOR GLAMOUR: BURT OWEN
OPENS HIS BAG OF PHOTO TRICKS.....by Herbert Keppler
- 106 NEW BESELER ENLARGER FEATURES COLOR HEAD....by John Wolbarst
- 130 IS PHOTOGRAPHY SENTIMENTALITY?.....by Peter Pollack

MOVIES

- 91 DR. CINEMA SAYS: CAN THE AMATEUR MOVIE FAN
BUCK THE PROFESSIONAL MARKET?
- 92 INDOOR LIGHTING: MAKE IT REALISTIC.....by Ernest Pittaro
- 94 WHERE, WHY, WHICH FILM TO USE.....David S. Green
- 104 ELGEET SLIP-ON TURRET FITS ON LENS
OF 8MM CAMERAS.....by Myron Matzkin
- 114 NEW BAUER 8MM CAMERA HAS BUILT-IN
EXPOSURE METER.....by Myron Matzkin

DEPARTMENTS

- 14 COFFEE BREAK WITH THE EDITORS
- 16 LAST WORD: LETTERS FROM OUR READERS
- 18 NEW PHOTO BOOKS
- 19 NEW PRODUCTS
- 48 MODERN STEREO: MAKE YOUR SLIDES EXCITING TO OTHERS
AS WELL AS YOURSELF.....by Harold R. Lutes
- 98 I TRIED IT MYSELF: PRIZE PICTURES FROM OUR READERS
- 100 DISCOVERY: SONJA BULLATY.....by Dorothy Jackson
- 108 CAMERA CLUBS: WHAT TO DO WHEN YOUR SPEAKER
FALLS ILL.....by Mabel Scacheri
- 118 WHAT'S AHEAD: NEGATIVE-TO-POSITIVE VIEWER
FOR FILMS.....by Lloyd E. Varden
- 120 BOOKS IN USE: A LITTLE SALT ON THE TALE—WRITING
AND READING HISTORY.....by George B. Wright

EVERETT GELLERT, *Publisher* AUGUSTUS WOLFFMAN, *Editor-in-Chief*
MARTIN E. SIEGEL, *Business Manager*

JACQUELYN JUDGE, *Editor*


JOHN WOLBARST, *Man. Ed.* HERBERT KEPPLER, *Assoc. Man. Ed.*
CORA WRIGHT, *Assoc. Ed.* DOROTHY JACKSON, *Assoc. Ed.*
MYRON A. MATZKIN, *Assoc. Ed.* HILDA FRIEDLAND, *Edtl. Asst.*
ANTHONY PALAGONIA, *Art Asst.* FAY TRAVERS, *Production Dir.*

ERNEST G. SCARFONE, *Art Director*

ROBERT DORIN, *Advtg. Mgr.* MILTON GORBULEW, *Circ. Mgr.*

COPYRIGHT 1956, PHOTOGRAPHY PUBLISHING CORP., 33 WEST 60 ST., NEW YORK 23, N. Y. PHONE: PL 7-3700. CHICAGO OFFICE: 333 N. MICHIGAN BLVD., CHICAGO, ILL. PHONE: ANDOVER 3-7132, 7133. CALIFORNIA OFFICE: 1140 WILSHIRE BLVD., LOS ANGELES 17, CALIF. PHONE: MADISON 9-2681. YEARLY SUBSCRIPTION, \$4.00 IN U.S.A. AND POSSESSIONS, \$4.50 IN CANADA, \$6.00 IN PAN-AMERICAN UNION AND PHILIPPINES. ELSEWHERE, \$8.00. SINGLE COPIES, 35c, CANADA, 40c, ELSEWHERE, 75c.

Member
Audit Bureau of
Circulations



out of the shadows...into the light
there's nothing like a LEICA

NEW

Leica

M-3

lifetime investment in perfect photography

E. LEITZ, INC., 468 FOURTH AVE., NEW YORK 16, N. Y.

Distributors of the world-famous products of Ernst Leitz, Wetzlar, Germany

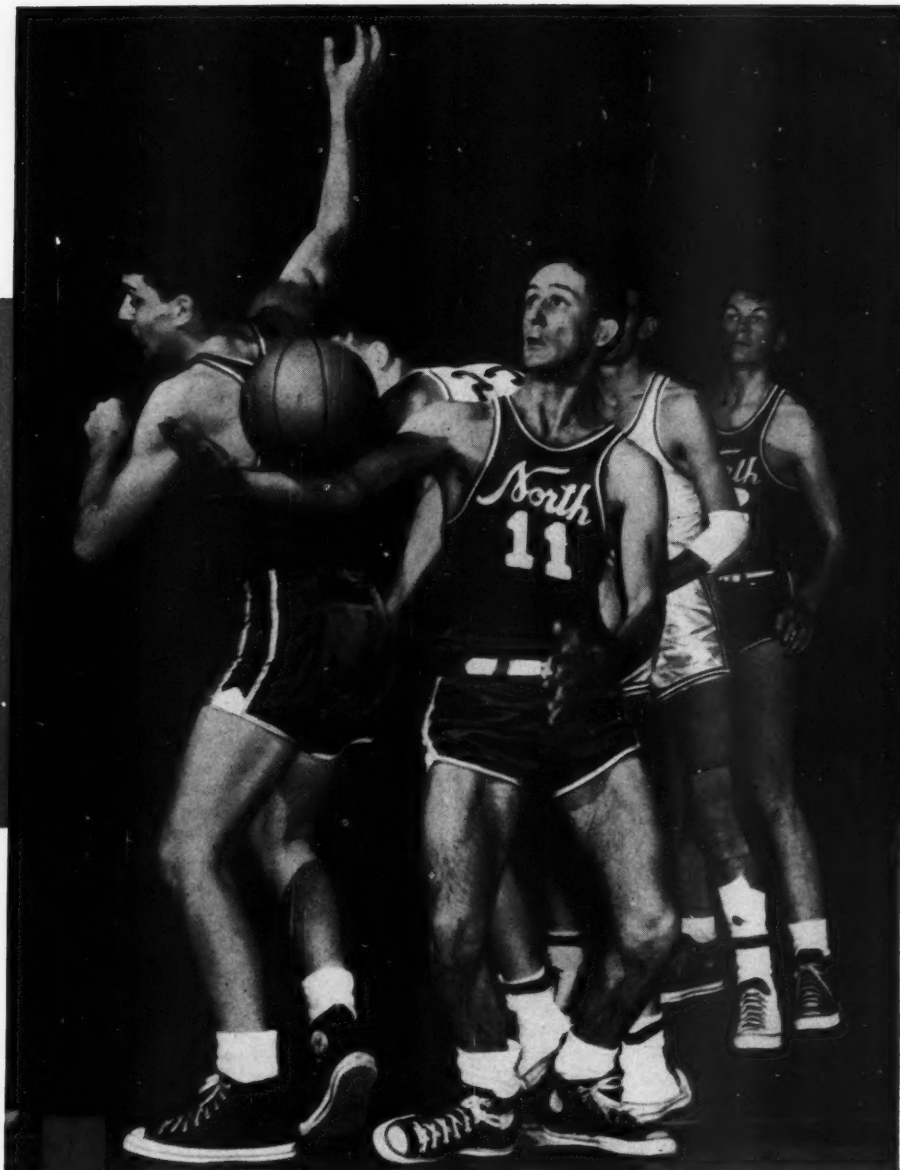
LENSES • CAMERAS • MICROSCOPES • BINOCULARS

LEICA PHOTO BY ROBERT FRANK, NEW YORK CITY

64355

Photo by
John A. Hansen
of the Milwaukee
Journal Sentinel

Pacemaker
Graphic 45 and
Stroboflash at
1/16, 1/200 sec.



Many of the greatest pictures ever taken have resulted from spontaneous split-second action by the photographer and dependability of his equipment.

Every day people and events combine to create emotional, humorous or dynamic pictures. But these pictures require dependable equipment that can be used easily and quickly. The famous Pacemaker Graphic and *matched* Stroboflash portable electronic unit give you dependable service under any conditions.

GRAFLEX®

Prize-Winning Cameras and Equipment

GRAFLEX, INC., ROCHESTER 8, NEW YORK



FOR **MATCHED** **DEPENDABILITY**

PACEMAKER GRAPHIC® & STROBOFLASH



PACEMAKER GRAPHIC 45

No other camera can offer you so many built-in features for the money, yet is so rugged. Each feature, such as the Graphic Rangefinder with interchangeable cams and Rangelite for night focusing, has been made a part of the camera so you'll get the best possible photographs even when picture-taking conditions are most difficult.

Many special problems can be solved with a Pacemaker Graphic; one example is the rising-shifting-tilting front. Another is the famous Graflok back which will accept 11 Graflex accessories. All features have been built into the Pacemaker Graphic without sacrificing the ruggedness and stability which have made them the favorite of press and professional photographers for so many years.

The big 4 x 5 size makes it easier to get the negatives you need for top quality work. Sheet film is available in 44 different black and white and color emulsions for maximum picture-taking versatility.

Pacemaker Graphic 45 cameras with built-in Graphic Rangefinder are priced from

\$281.45

STROBOFLASH

With Stroboblast you can reduce the cost of illumination to as little as one cent per picture. Choose from three models: Stroboblast I, II or new Stroboblast IV with the exclusive "4-Way Power Selector." This selector lets you use 50, 100, 150 or 200 watt-seconds energy storage for maximum lighting flexibility.

STROBOFLASH I: a compact 50-ounce power pack that slips into your coat pocket. The reflector of the Stroboblast lamphead is designed to eliminate "hot spots" and give even lighting over the entire picture area covered by a normal focal length lens. Energy storage: 50 watt-seconds. Flash duration: 1/1400 second. Approximate guide numbers: Ektachrome—50; Super XX—160; Royal Pan—200. Recharging time: 3 seconds. Equipment includes power pack, lamphead, L-bracket and rubber battery case adapter for lamphead. **STROBOFLASH I (with batteries).**

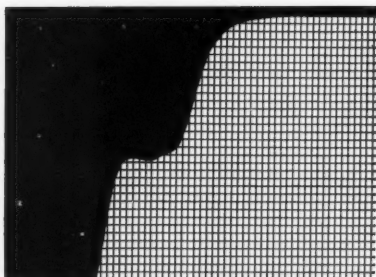
Prices include federal tax where applicable and are subject to change without notice. Prices are slightly higher in Canada.

\$104.90

Write: Dept. MP-26, Graflex, Inc., Rochester 8, N. Y., for price list and booklet describing the Pacemaker Graphic and Stroboblast.

ENTER THE GRAFLEX \$10,000.00 PHOTO CONTEST

Get Entry Blanks from Graflex Dealers—Only Owners of Graflex Cameras are Eligible.



A story about CURVES that's STRAIGHT!

For years we've raved about the precision of ENTECO Filters. We've said ENTECO comes closer to perfection . . . and so will you with ENTECO. Now we've measured the fidelity factor of ENTECO Filters. Here's proof that no other filter matches the precise transmittance of an ENTECO Filter!

We asked a leading Testing Laboratory to plot transmittance curves on three Type A (85) filters, each of which was made by one of the leading filter manufacturers. The transmittance curves of the filters thus obtained were compared with the published transmittance standard established by a leading film manufacturer. The figures below reflect the average approximation of respective curves to the published standard.*

*Electrical Testing Laboratories, Inc.

Manufacturer	Filter	Average Transmittance
ENTECO	Type A	99.7%
Manufacturer Y	Type A	91.5%
Manufacturer Z	Type A	72.5%

ENTECO'S efforts to achieve precision of all ENTECO Filters means perfect color balance for your color transparencies and the exact effects desired for your black-and-whites. With ENTECO—unmatched among filters—your photography will be matchless, too!

FREE ENTECO Bulletins give complete and latest data on Filters, Lens Attachments, Polarizers. Entire set is yours—FREE! Write today. Say ENTECO! The cost is so little, you might as well have the best.

Enteco MANUFACTURES AMERICA'S
LARGEST AND MOST COMPLETE RANGE OF
ADAPTER RINGS & LENS HOODS

ENTECO INDUSTRIES, INC.
610 Kosciusko St., Brooklyn 21, N. Y.

Coffee Break WITH THE EDITORS

THIS MONTH'S COVER . . .

Mysterious goings on. Five pictures, three photographers. The color shot was made by Robert Halmi. It was taken with a Rolleiflex, indoors. Halmi used natural light from a nearby window, plus bounce fill-in off a wall from a Mighty Midget electronic flash unit. The exposure on Daylight Ektachrome was $f/4$, $1/100$ sec. The model is Ava Norring.

Miss Norring's legs appear under the blue panel, also photographed by Halmi who has contributed four more pages (78-81) in this issue.

Wil Blanche (see pages 60-61) did the two full figure studies. Wingate Paine (pages 66-77) is responsible for the beautiful portrait of Suzy Parker, who can be viewed in a larger print on page 71, and in color on page 70.

All credit lines all secure? Good.

FORD'S VALLEY . . .

Director John Ford has traveled everywhere and anywhere in the course of a life of movie making. Ireland for *The Quiet Man*, Africa for *The African Queen*, to give just two for-instances. But he has a place to which he always returns. He used the setting for one of his most memorable productions, *Stagecoach*, many years ago. And back he is again this year to capture its incomparable scenery for *The Searchers*, first picture of the newly organized C. V. Whitney company. Once again his star is the same actor who made such an impact in *Stagecoach*, John Wayne.



Ford's Monument Valley . . .

Ford's Valley is Monument Valley, one of America's most spectacular scenic areas, in the heart of Navajo Indian land, in the northeast corner of

Arizona, extending into Utah. Its buttes are old stuff to most moviegoers—but never have they looked better than in this new film. For John Ford is as careful a man with a camera as he is with an actor and his films have all been marked by top flight cinematography.

2 PHOTOGRAPHER'S DILEMMA . . .

Photo-laureate Saul Kahan says:
*How awful it feels,
After two or three reels,
That frightening disclosure:
Multiple exposure!*

THE DOUBLE PRINCESS . . .

Did you notice just a few weeks ago that both *Look* and *Life* came out with the same picture of Princess Margaret adorning their covers? This horrifying coincidence was pure accident, claimed Cecil Beaton who made the picture. According to syndicated columnist Leonard Lyons, Beaton explained it this way: "When a cameraman takes a photograph of the Royal Family, the picture doesn't belong to him. It automatically passes out of his control and goes to the Press Dept. at Buckingham Palace. The press officer handles the distribution of the photo."

THE BULBOUS SNAKE . . .

From the British publication *Photo-guide*: "An American photographer, taking pictures on a farm left some used flashbulbs behind. The farmer's wife put them in the chicken house for the setting hens. They weren't the only ones who were fooled. A snake, looking in for some eggs, swallowed three bulbs and went away satisfied."

COMING NEXT MONTH . . .

• *Special Issue!* 35mm Indoors. All the 35mm user needs to know to use his camera effectively indoors. Including:

• *Lens - Exposure - Film - Developer Charts.*

• *Is the Wide Angle the Ideal Lens for working indoors?*

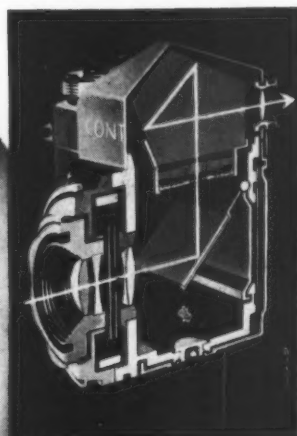
• *Pictures at Home.* Every kind of lighting situation you will want to use, and how to do it.

• *Color Films Indoors*—what they are and how to use them for top work.

• *Plus—MODERN'S Home Movie Course—How to Buy a Projector.* Also, a catalogue of available projectors.

SO POPULAR

because so far ahead in DESIGN and PERFORMANCE



MADE IN WEST GERMANY

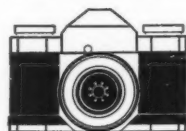


CONTAFLEX

Here's what happens when you press the shutter release



1. The shutter closes.



2. Diaphragm closes down to pre-set aperture.



3. Reflex mirror swings upward.



4. Cover plate moves upward.

5. Shutter opens and picture is taken.

There's a good reason for Contaflex popularity. Both beginners and advanced amateurs find that this unique single-lens **eye-level reflex** enables them to get remarkably fine pictures **with utmost ease**.

Raise a Contaflex to your eye and note what a large, brilliant image you see—right-side-up and unreversed. You use both ground glass and split-image rangefinder focusing simultaneously. When speed is essential or when light is poor, the split-image is invaluable. In making close-ups or when your subject has fine detail and no clear-cut lines, the ground glass comes to your aid. No parallax problem, because you are sighting right through the lens.

Proxar lenses permit close-ups to within 6", with the camera hand-held—no extra focusing units needed. A wide range of accessories further broadens the versatility of the Contaflex.

Contaflex has the famed Zeiss Tessar f/2.8 45 mm lens in Synchro Compur shutter to 1/500. Self-timer. Model II offers built-in ASA photo-electric exposure meter.

See the Contaflex at leading dealers. Write for Contaflex booklet.

CARL ZEISS, INC., 485 Fifth Avenue, New York 17

the LAST WORD

What you thought

Sirs:

I would like to compliment you on the fine job of covering the different models of cameras in the December issue. I think you did an excellent job on the brands that you covered, but fell short in that you did not cover enough brands.

Andrews, Tex.

Roy E. Edwards

Sirs:

It's impossible to refrain from griping about recent issues of your publication. Your December issue is no more than a glorified Sears-Roebuck catalog—and of the two the latter would get preference.

Butler, Pa.

Paul J. Wolfe

Kudos and reflections

Sirs:

I have read MODERN thoroughly for many years and have long considered it the best of the three photo magazines. I admire especially your emphasis on the creative end of photography, which I think, distinguishes MODERN from the others.



The article on reflections in your November issue has prompted me to submit this photograph. I took it on a sunny day at a local band concert. Rolleiflex, f/11, 1/100 second. Bridgeport, Conn.

Robert Borsuk

DO YOU WANT—

They're All Waiting for YOU
in **PHOTOGRAPHY**

Down-to-Earth

NYI Home Training
with a Sky-High Rating

Qualifies You for
**HUNDREDS OF EXCITING,
REWARDING OPPORTUNITIES**

Among photography's many roads to success, you are sure to find at least one that appeals to you. You have your choice of scores of well-paid specialties. But remember, success demands the know-how that comes only with expert, down-to-earth training! Send for NYI's big picture-packed **FREE** book **TODAY!**



FREE

**ILLUSTRATED 46TH ANNIVERSARY
PHOTOGRAPHY BOOK**

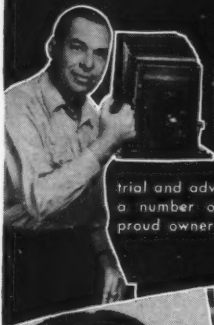
**... Shows You Dozens of Ways to Make Money
with Your Camera and NYI Training!**

Here in the exciting, photo-filled pages of NYI's big **FREE** book, read about the many ways you can make money in photography! Get all the facts about today's unprecedented opportunities in one of the world's most fascinating, fast-growing fields! Discover how NYI's individualized coaching by experts, every step of the way, assures your success! Take that first big step to a brighter future. Write for your copy of our **FREE** book. **DO IT NOW!**

Tomorrow's Future Depends on What you Do TODAY!

MORE PAY? A SECURE FUTURE? INDEPENDENCE?

"NYI Opened a Whole
New World of
Opportunity for Me —
IT CAN FOR YOU, TOO"



Says *Nat Roger Knaster* Now
Head of His Own Successful Studio*

Nat Roger Knaster's successful career is packed with enough adventure for three lifetimes. He's made more money than he ever dreamed possible. Now, after being news photographer, motion picture cameraman, color technician, industrial and advertising photographer, and "top man" with a number of leading photographic studios, he's the proud owner of a highly profitable studio.



WILL YOU BE READY FOR YOUR

BIG-MONEY OPPORTUNITY IN PHOTOGRAPHY?

Qualify Quickly with NYI TRAINING. Put Yourself in the Hands of Experienced Instructors — Who Teach What they Practice

Whether you want to specialize in News, Commercial, Advertising, or Portrait photography, own your own studio, win a well-paid photographic job . . . the quickest, easiest way to realize your ambition is through NYI's PROFESSIONAL training. Make your present abilities pay off . . . develop and train your talent through NYI's world-famous, Learn-by-Doing methods. Do it right in your own home . . . without losing a moment from your present job. What's more, you can make your training pay right from the start! We show you how. Hundreds of our students earn enough in their spare time to help pay for tuition or buy new equipment. SO CAN YOU!

NEW YORK INSTITUTE OF PHOTOGRAPHY

Dept. 117, 10 West 33 Street, New York 1, N.Y.

Approved Member, National Home Study Council

VETERANS!

Both Resident and Home Study
Courses
**APPROVED FOR ALL VETERAN
TRAINING**

One of America's
**OLDEST and LARGEST
PHOTOGRAPHY
Schools**

Leadership since 1910

**Send For
FREE BOOK
Now!**



In his own words:

"After 20 years, I am just as enthusiastic about photography as when I began.

"NYI training was the first step. I chose NYI because it was the only school that offered what I needed — excellent fundamental instruction. My training enabled me to earn enough while I learned, to pay my tuition.

"After a long career in almost every phase of photography, I served a hitch in the Signal Corps as photographic correspondent in the Psychological Warfare Division.

"Upon my discharge, I opened my own studio, the Knaster-Iceland Studio. My partner and I specialize in Commercial, Industrial and Advertising photography, working with some of the country's leading advertising agencies and manufacturers. From my own happy experience, I highly recommend NYI training. I look forward to the future with confidence. Each day is exciting, rewarding in this opportunity-filled field of photography!"

*October, 1955

RESIDENT TRAINING COURSES — Visit, write or phone our Resident School if you prefer On-the-Spot training. Your choice of four regular courses or special short-term courses, tailored to your individual requirements. Complete facilities include 14 studios, 18 streamlined labs, glamorous models, all types of cameras, and the finest up-to-date Speedlight and Color equipment. Day and night sessions. Co-ed Deferred payment plan. Free Placement Service.

NEW YORK INSTITUTE OF PHOTOGRAPHY

Dept. 117, 10 West 33 Street, New York 1, N. Y.

Please send me complete information regarding

☐ Correspondence Course ☐ Resident Training

Name _____

Address _____

City _____ Zone _____ State _____

☐ Check if eligible under G. I. Bill

"We're looking for people who like to draw"

by Albert Dorne
Famous Illustrator

If you like to draw—America's 12 Most Famous Artists are looking for you. We want to test your art talent!

Too many people miss a wonderful career in art—simply because they don't think they have talent. But my colleagues and I have helped thousands of people get started. Like these—

Three years ago Don Smith knew nothing about art—even doubted he had talent. Today, he is an illustrator with a leading advertising agency in New Orleans—and has a future as big as he wants to make it.

Harriet Kuzniewski was bored with an "ordinary" job when she sent for our talent test. Encouraged by us—she started to study nights, at home. Soon she was offered a job as a fashion artist. A year later, she became assistant art director of an important studio turning out glamorous fashion illustrations.

Pipe-fitter to Artist

John Busketta was a pipe-fitter's helper with a gas company—until he did something about his urge to draw. Now he's an artist in the advertising department of the same company. At a big increase in pay!

A great-grandmother in Ohio decided to study painting in her spare time. Recently, she had her first "show"—where she sold thirty-two water colors and five oil paintings.

A salesgirl in West Virginia who liked to draw got a job as an artist, later became advertising manager of the best store in Charleston.

Free Art Talent Test

How about you? Wouldn't you like to find out if you have the talent for a fascinating

money-making art career (part time or full time)? We'll be glad to send you our remarkably revealing 8-page talent test. Thousands of people formerly paid \$1 for this test. But now we'll send it to you free—if you sincerely like to draw. No obligation to you. Simply mail the coupon provided below.

FAMOUS ARTISTS SCHOOLS

Studio 213-B, Westport, Conn.

Send me, without obligation, your Famous Artists Talent Test.

Mr. _____ Age _____
Mrs. _____ (Please Print)
Miss _____
Address _____
City, Zone, State _____



New Photo Books

YOUR TAPE RECORDER, by Robert and Mary Marshall. 278 pages, illustrations. Greenberg, New York. Price \$4.95.

Movie hobbyists with a yen to crack the sound barrier will find lots of good basic information on magnetic sound in this volume. Unfortunately, too little space is devoted to movie sound per se. However, the book is excellent as an introduction to the science of the new sound (i.e., high fidelity magnetic tape sound) and, as such, will give the reader insight into basic principles of magnetism, sound, response curves and their meaning, the insides of magnetic tape recorders, etc. The chapter on *Recording and Editing* live sound will prove particularly valuable to the movie recordist, since it includes information on microphones, their placement for good results in various types of locations, group recording, etc. Many illustrations and descriptions of audio components help round out the subject matter.—E. STEURMAN

E. Steurman is an electrical engineer by profession, a movie hobbyist by avocation.

SORCERERS' VILLAGE, by Hassoldt Davis, 334 pages. 54 photographs by Ruth Davis. Duell, Sloan & Pearce; Little, Brown & Co. Price \$5.

Yho, the Sorcerers' Village of the Ivory Coast, proves a strange and fascinating settlement—where young natives with a flair for it are schooled in the arts and ceremonies of sorcery. A veteran explorer's description of the local citizenry, their customs, rites and taboos, makes colorful reading for the asphalt-bound adventurer.

However, the most lucid picture of half-civilized Africa, between the sea-coast and the sorcerers' hideaway, is to be found in the handful of pictures by Ruth Davis. They show an awareness of people and an ability to capture the flavor of a locale. We could wish for a wider, more rounded selection—many are repetitious. But the only serious quarrel is with placement. Appearing exclusively at the beginning of the book, the photographs fail to enhance and give meaning to the early text, as they might have done.

As it is, the road to Yho meanders through 272 pages of detour and half-hearted suspense, and occasionally becomes arduous indeed—particularly for the reader.—MARJORIE THOMPSON

These and other books are available through MODERN PHOTOGRAPHY Book Store; see advertisement on page 115.

TREMENDOUS VALUES

INVENTORY SALE

16mm Silent Cartoons approx. 400' \$6.00
16mm Sound Cartoons approx. 400' 8.00

16mm SOUND FEATURES AND SHORTS, CARTOONS & COMEDIES

Religious Films and Old Time Masterpieces such as—COVERED WAGON, LOST WORLD, DANCING MOTHERS (with Clara Bow)—also 16mm 100' and 8mm 50' Subjects—such as—MUTTY & JEFF, WALT DISNEY, TOM MIX, JOE E. BROWN, WALT DISNEY, OUR GANG, \$1.50 for 100' as well as the 8mm 50'. If you buy 6 subjects of either size, you get one free. Charlie Chaplin Comedies available in Silent and Sound—30 different titles. \$15.00 Sound, \$10.00 Silent. (Write for catalog on features)

CARTOONS, COMEDIES—Silent—\$7.50 per reel approx. 400' reel. Sound—\$10.00

FEATURES—Sound—\$12.50 per reel—approx. 400' SEND FOR NEW CATALOG

COLOR CARTOONS

Fairy tales and well known characters

—available in 8mm and 16mm.

50 ft. 8mm \$ 3.00

200 ft. " 7.50

100 ft. 16mm 5.00

400 ft. " 20.00

PHOTOGRAPHIC CONTACT PAPER

Eastman Kodak SW Semi-matte—Contrast #4 100 sheets per box \$2.50

MOVIE FILM SPECIAL

100' 8mm double \$1.79
Packed on 4 Camera spools 25' each

ACCESSORIES

FILM DRIERS—good for paper and films—only \$1.50

CHEMICAL KITS—DBS, one gallon size—good for reversal or straight B&W processing—for paper & film. In powder form. \$1.25 (Include postage)

8mm 200 ft. reels 3 for \$1.00

8mm 200 ft. cans 3 for 1.00

16mm 400 ft. reels 3 for 1.00

16mm 400 ft. cans 4 for 1.00

100' 16mm camera spools25

16mm empty magazines75

8mm empty magazines75

ROLL FILM

127, 120, 620, 116, 616

Black & White 10 for \$1.95

120 & 620 color 75¢ a roll

35mm 20 exp. B&W 25¢

35mm 36 exp. B&W 49¢

AERO EKTACHROME #120 and #620

Weston 40 3 for \$2.85

35mm 36 exp. TRI X 50¢ a roll.

Minimum order 4 rolls

35mm BLACK & WHITE BULK

ANSCO FINOPAN \$1.25 (Weston 24) Kodak Super X or Double X \$1.40

Bulk MOVIE FILM 8mm or 16mm

1500' (30 50' rolls) \$11.50 16mm

50' rolls .45 8mm & 16mm 100' rolls .90 8mm & 16mm

1350' (25' rolls) \$9.95 16mm

400' rolls \$3.60 8mm & 16mm

(this is a fine grain)

PANCHROMATIC REVERSAL FILM

Processing not included

35mm COLOR FILM

Available in ANSCO TUNGSTEN

35mm x 100' \$22.00

AERO EKTACHROME—DAYLIGHT SPEED

—100 ASA 20 exp. rolls, including proc. \$1.50 (3 for \$5.25)

20 exp. rolls INDOOR ANSCO COLOR

..... \$1.00 (3 for \$2.75)

AERO EKTACHROME CHEMICALS—

1 1/2 gal. \$2.95

MOVIE FILM

Size 8mm 25' dbl. roll \$1.15

8mm 25' dbl. mag. 1.75

16mm 100' roll 2.75

16mm 50' magazine 1.90

Processing included—

With purchase of 6 rolls B&W of any size—ONE FREE

DEVELOPING SERVICE AVAILABLE

100' 16mm B&W \$1.25

8mm 25' double60

ANSCO COLOR 100' 16mm 2.00

ANSCO COLOR 8mm 25' double 1.00

Include postage with all orders

ALL FILM, 243 West 55 St., N.Y. 19, N.Y.

NEW products

New Futura 35mm Camera



An f/1.5 50mm lens plus interchangeable lenses which couple to the camera's coincidence-type rangefinder are featured on the new Futura S3 35-

mm camera. In addition a rapid wind crank automatically transports the film, moves the film counter and cocks the shutter.

Made in Germany, the camera comes equipped with either a six-element Futura-Frilon f/1.5, 50mm lens for \$227.50; or with a five-element Futura-Evar f/2, 50mm lens for \$177.50. To change lenses the 50mm is unscrewed from the camera and any of the interchangeable lenses listed can be used. Each of the following couples to the rangefinder: Futura-Ampligon f/4.5, 35mm wide-angle lens (\$66.50); Futura-Tele-Futar f/3.8, 75mm telephoto lens (\$68.50); Futura-Tele-Elor f/5.6, 90mm long focus lens (\$82.50). Lens prices include the proper accessory optical viewfinder.

Other features on the camera are a behind-the-lens Synchro Compur shutter, single window for rangefinder and viewfinder, MX sync, speeds from 1 to 1/500 sec., and double exposure prevention.

Accessories include a leather case (\$12.50), a fan-type B-C flash unit (\$14.95), adapter ring (\$2.40), lens shade (\$2.40), filters (\$2.95 each). For more information, write:

NIDORGE & CO.
103 PARK AVE., NEW YORK 17, N. Y.

Kodak Brownie Turret Camera



Now 8mm movie amateurs can get special "professional" cine effects by means of the versatile new 8mm f/1.9 Brownie movie camera. For the first time, a Brownie movie camera provides a three-position turret

which permits wide-angle and telephoto shooting. Built into the camera itself, there's a single 13mm fixed focus f/1.9 lens. Mounted on the turret are a 24mm telephoto converter, a 9mm wide-angle converter and the lens barrel for the normal focal length lens. To switch from one focal length to another, simply pull out the turret and rotate it until the desired barrel is in front of the 13mm lens.

There are two finders for viewfinding. The front finder has three echeated rectangles—the largest, in green, outlines the wide-angle fields; the medium sized rectangle, in red, outlines the standard field; the smallest, in yellow, shows the telephoto field. The rear finder is adjustable to show the field being covered at 3, 4, 5 and 8 feet plus infinity.

Other features include: built-in exposure guide, and letters and numerals (Continued on page 26)

Here's your FREE BURKE & JAMES Photo Equipment CATALOG for 1956

58th Annual—96 Pages!

See the very newest "Photo Tools" . . . in the privacy of home or office! CAMERAS (Press, Studio, Candid, Special Purpose, etc.); LENSES—every size and description; PROJECTORS: Lighting Equipment; Developing Equipment; Enlargers, etc. . . a galaxy of values second to none! For Amateur, Professional or Hobbyist in every day, scientific or industrial work!

Write Today! Catalog # 1055—Dept. M.P.

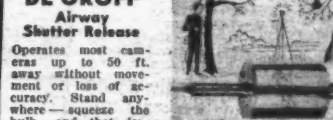


WATSON CINE' DEVELOPING OUTFIT Processes 16mm and 35mm Film Immediately After Shooting!



First Choice of the Professionals . . . A Simple, Efficient, LOW-COST means of processing up to 200 ft. of 16mm or 35mm (also 40mm, 16mm) film • UNIFORM Processing • 3 Scratch-Proof Nesting Tanks—Reel • STAINLESS STEEL, FULLY GUARANTEED—from \$89.

Snap Hidden Close-Ups with the Versatile DE GROFF



Airway Shutter Release Operates most cameras up to 50 ft. away without movement or loss of accuracy. Stand anywhere—squeeze the bulb—and that impossible shot is yours! *Reg. (Cinoflex, Bolex, etc.) . . . \$6.50 *Lrg. (Polaroid, Graphic, etc.) . . . \$9.00 (Bulb & 10 ft. Tubing \$2.25)

Sensational New DIAPIX 35mm Strip Printer



Prints pocket size photos; 35mm strip film; and transparencies from your 35mm negs. (on perforated paper or film) . . . simply, safely, quickly . . . in B&W or color. Use Enlarger lite. Precision engineered. Excellent results—GUARANTEED . . . only \$21.

CAMERA BACKS

Sliding, Reducing Backs

A Real Film Cost Saver for practically all 4x5", 5x7", 8x10" and 11x14" Commercial View and Portrait Cameras • Automatically Centers Image! • Ground Glass Focusing • No Re-aiming! All Fully GUARANTEED. From \$24.00. Polaroid Land Camera Backs available . . . for 5x7" and 8x10" view cameras only



For complete details visit your Dealer or write . . .

BURKE & JAMES, Inc.

321 SOUTH WABASH AVENUE, CHICAGO 4, ILLINOIS U.S.A.

NEW 35mm "Day-Lite" BULK FILM LOADER

With Automatic Frame Counter. Slashes your 35mm Film Costs . . . Reloads film cartridges with Bulk Film for less than 1c per shot. Any 35mm B&W or Color. Spooled or unspooled Bulk Film (No Scratching) . . . Eastman, Ansco, DuPont, Leica, Contax, Exakta cassettes, etc. No darkroom necessary. \$11.95 on money Back GUARANTEE. Use Bulk Film and Save!

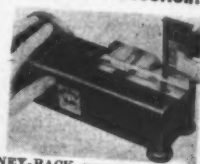


NEW PERLE JR. 120 ROLLFILM (2 1/4 x 2 1/4") CAMERA

with coated f/3.5 (75mm) Steiner sharp cutting lens in Varlo shutter. Speeds: Bulb—1/25 sec. Flash sync.; Viewfinder; Shoe for accessories; Excellent B&W or Color; all metal—FULLY GUARANTEED. Like a \$50 camera—\$27.50 plus P.T.T.

ROL-FOLD SLIDE BINDER For All Sizes—Lifetime Protection!

ROL-FOLD protects colored transparencies under glass from dirt & finger marks; Tapes with accurate precision—smooth edges and corners! Holds All Size glass slides in 30 seconds! Ask for ROL-FOLD Slide Binder, yours with a MONEY-BACK guarantee!



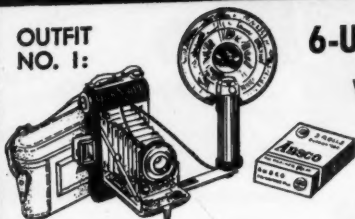
ALL PURPOSE 4x5 ECONOMY PRESS

• Outfit #511L with imported 5 1/2" (135mm) f/6.3 coated Lens in flash synchro shutter—speeds to 1/200 sec. \$107.50
• Outfit #512L with 135mm f/4.5 imported coated Lens in synchro compur shutter—speeds to 1/200 sec. 4x5 double cut film holder; Kalart master flash unit. \$169.50



SAVE Dollars at Dowling's FIFTH AVENUE

OUTFIT
NO. 1:



6-Unit Camera Outfit with **Ansco** Viking Readyset

Agfa Isomar lens. Instant shutter and lens setting for trouble-free shooting! 8 large black and white or color pictures on 120 film.

Complete with ANSCO eveready case, flash unit, and 3 rolls of ANSCO All-Weather film.

From D. F. A.
only . . .

\$16⁹⁵

Regularly \$32.84
Save \$15.89!

OUTFIT
NO. 2:



6-Unit Camera Outfit with **Ansco** Viking f/4.5

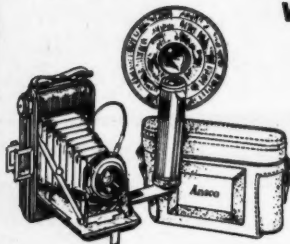
Agfa Agnar f/4.5 zone-focusing lens. Self-timer shutter; speeds to 1/200th sec. Body shutter release for smooth shooting. Optical finder and accessory shoe. 8 large pictures to a roll. Complete with roomy gadget bag, flash unit and 3 rolls of ANSCO All-Weather film.

From D. F. A.
only . . .

\$29⁵⁰

Regularly \$60.39
Save \$30.89!

OUTFIT
NO. 3:



6-Unit Camera Outfit with **Ansco** Commander

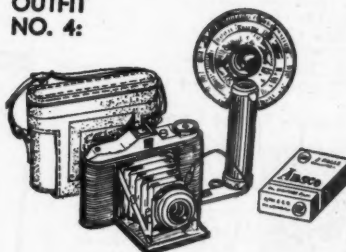
Agfa Agnar f/6.3 zone-focusing lens. Vario synchronized shutter with speeds to 1/200th sec. 8 large pictures to a roll. Complete with ANSCO genuine leather case, flash unit and 3 rolls of ANSCO All-Weather film.

From
D. F. A.
only . . .

\$21⁹⁵

Regularly \$45.64
Save \$23.69!

OUTFIT
NO. 4:



6-Unit Camera Outfit with **Ansco** Speedex

Agfa Agnar f/4.5 zone-focusing lens. Flash synchronized Vario shutter, with speeds to 1/200th sec. 12 album-size pictures on 120 film. Optical viewfinder and accessory shoe. Complete with ANSCO top-grain case, flash unit and 3 rolls of ANSCO All-Weather film.

From
D. F. A.
only . . .

\$29⁵⁰

Regularly \$45.39
Save \$15.89!

Here's DOWLING'S Fifth Avenue quality at never-before LOW, LOW prices! Because D. F. A. is the leader in the new, fine camera field—we don't dabble in off-beat "buys." This special, first-ever sale comes instead from our unique purchasing power with top camera manufacturers. And the unprecedented savings are passed along to YOU! Just look at these BRAND NEW, FACTORY PACKED, complete camera outfits: All are the latest, current 1956 models!

ANSCO folding cameras are ultra-modern and streamlined. They GET MORE PICTURES . . . because they are compact enough to go ANYWHERE. Touch a button and your ANSCO camera snaps to attention—ready for instant action! Yet every ANSCO camera shown here uses popular 120 roll film for large-size album prints. All are products of world-famous Agfa Camera Werk, Munich, Germany. Eveready cases and film are by ANSCO, U.S.A. Luxurious gadget bags and flash units are exclusive D.F.A. (not Ansco) products. Every unit is top-notch. All function together as a smooth team, giving you perfect pictures every time!

You'll receive a COMPLETE 6-unit outfit, exactly as illustrated. Each outfit is covered by DOWLING'S Fifth Avenue distinctive LIFETIME GUARANTEE and 30 DAY FREE TRIAL privilege.

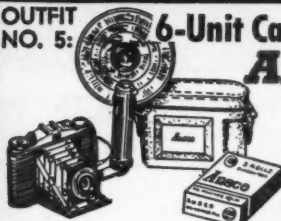
Check over these exciting outfits NOW. Treat yourself. Treat your family and friends. These DO make perfect gifts. NOT sold through local dealers. Available ONLY from D. F. A. Don't delay. Make sure YOU capture this once-in-a-lifetime opportunity! Mail your order DIRECTLY to DOWLING'S Fifth Avenue TODAY!

Dowling's 175 Fifth Avenue, New York 10, N. Y.

FIRST-EVER *AnSCO* CAMERA SALE!

OUTFIT
NO. 5:

6-Unit Camera Outfit with *AnSCO* Speedex f/4.5 Special



Agfa Apotar f/4.5 zone-focusing lens. Prontor SV shutter, with 8 speeds from 1 full sec. to 1/300th sec. Built-in self timer. Full synch' for all flash and electronic units. Double exposure prevention lock. Body shutter release; optical viewfinder; accessory shoe—plus a host of other valuable features! Complete with ANSCO eveready case, flash unit and 3 rolls of ANSCO All-Weather film.

From
D. F. A.
only . . .

\$34⁹⁵

Regularly \$63.39
Save \$28.44!

OUTFIT
NO. 6:

6-Unit Camera Outfit with *AnSCO* Speedex Special "R"



This is "tops" in the famous Speedex line! Agfa Apotar f/4.5 zone-focusing lens. Prontor SVS 8 speed shutter, with built-in self-timer. Fully synchronized for every type of flash. Double exposure prevention mechanism. PLUS . . .

independent built-in rangefinder combined with viewfinder! Removes all guess work and insures needle-sharp focusing everytime! The Special "R" delivers 12 album size prints on 120 film. Complete with handsome gadget bag, flash unit and 3 rolls of ANSCO All-Weather film.

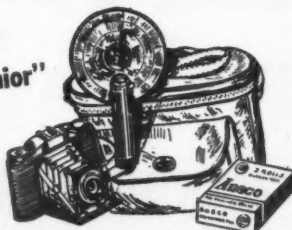
From
D. F. A.
only . . .

\$39⁵⁰

Regularly \$70.89
Save \$31.39

OUTFIT
NO. 7:

12-Unit "Pop and Junior" Outfit with 2 *AnSCO* Cameras



Now you can treat yourself and treat Junior too! Imagine: You'll receive the complete ANSCO Viking Readysset Outfit No. 1 AND the superb, complete ANSCO Speedex Special "R" Outfit No. 6! A total of 12 units: 2 fine cameras; 2 flash units; Viking case; Speedex Special "R" gadget bag; and 6 rolls of ANSCO All-Weather film! Yours will really be a "photographic" family! (BOTH outfits complete!).

From D. F. A.
only . . .

\$49⁹⁵

Regularly \$103.73
Save \$53.78!

ANSCO SALE EXTENDED 1 MORE MONTH!

By overwhelming popular demand, we have consented to extend our first-ever ANSCO camera sale for just one more month. We're about sold out—only a few thousand of these very special, exclusive D.F.A. outfits are now available for shipment! An immediate order is earnestly recommended.

ALL outfits shown are available ONLY from DOWLING'S Fifth Avenue. Mail your order TODAY directly to our New York headquarters. Postage and insurance FREE the world-over — including A. P. O. and F. P. O. addresses!

RUSH ORDER FORM

Please check the complete ANSCO outfits you want. It's first come—first served on this scoop of the year!

- ☐ 1. ANSCO Viking Readysset 6-Unit Camera Outfit \$16.95
- ☐ 2. ANSCO Viking f/4.5 6-Unit Camera Outfit 29.50
- ☐ 3. ANSCO Commander 6-Unit Camera Outfit 21.95
- ☐ 4. ANSCO Speedex 6-Unit Camera Outfit 29.50
- ☐ 5. ANSCO Speedex f/4.5 Special 6-Unit Camera Outfit 34.95
- ☐ 6. ANSCO Speedex Special "R" 6-Unit Camera Outfit 39.50
- ☐ 7. ANSCO "Pop and Junior" Special Two-Camera (12-Unit Outfit) 49.95

Dowling's

175 FIFTH AVENUE, NEW YORK 10, N. Y.
in a N. Y. Landmark, the Flatiron Bldg. at 23rd St.
Mail Order Showroom, Suite 2000. Tel. ORegon 4-7900

M-256

Enclosed is \$..... for the special ANSCO outfits checked on the accompanying RUSH ORDER FORM.

- ☐ Please address the shipment as shown below *.
- ☐ I want several outfits sent to various addresses. A note with complete shipping instructions is attached.
- ☐ Please gift-wrap. No charge for this service!
- ☐ Enclose a gift card with my name as donor:

* Ship to (Name):.....

Address:.....

City or Town:.....

State:.....

MAIL
TODAY

MORE of D.F.A.'s 6 Page Guide to the best in Photographic Equipment!

Dowling's

FIFTH AVENUE

1956 AMPRO

HI-FI TWO-SPEED tape recorder

Only the great new
Ampro Model 757
Hi-Fi Two-Speed
presents all of these
outstanding
features:



- Two speeds: 7 1/2 i.p.s. and 3 3/4 i.p.s.
- Electro-magnetic piano-key controls for Record, Play, Fast Forward, Fast Rewind and Stop
- Automatic Selection Locator (3-digit counter)
- Electronic Tuning Eye Recording Level Indicator
- Large 6"x9" Alnico-5 P.M. Speaker
- Beautifully styled in the modern manner

Ampro Model 757 Hi-Fi Two Speed Recorder
\$239.95 Cash or \$23.95 Down

Ampro Model 757T Hi-Fi Two Speed Recorder/
Radio Combination ... 274.45 Cash or 27.45 Down
Write for FREE brochure on Ampro Recorders and
Accessories. Or place your order today directly
with DOWLING'S Fifth Avenue!

AURICON Cine-Voice

YOU can produce 16mm talking pictures the Hollywood way! While "shooting" the Cine-Voice camera simultaneously photographs a sound track along one film edge. The film cost, black and white or Kodachrome, is identical to silent types. Magnetic striping is not required, saving you both time and expense. Best of all the processed film plays perfectly lip-synchronized on any 16mm sound projector! Compact and easy to operate — either from house current or portable power pack — your Cine-Voice outfit is furnished complete as illustrated. Standard "C" mount lenses only are optional.



Write D. F. A.
for FREE brochure!

Whether for home enjoyment or professional use, the Cine-Voice opens a new world of sound pictures ... write for free Auricon brochure or order from DOWLING'S Fifth Avenue today!

Cine-Voice, Single Lens Model,
\$495. Cash or \$49.50 Down;
Cine-Voice, 3 Lens Turret Model,
\$784.50 Cash or \$78.45 Down;

Auricon Super-1200, 1200' capacity,
\$4652.15 Cash or \$465.21 Down.

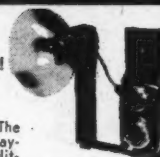
Just out! All-new Auricon-Pro, 600' capacity, model \$1165. Cash or \$116.50 Down.

Schools, Churches and Industrial Users . . .

Please write Industrial
Division, DOWLING'S
Fifth Avenue for quotations and assistance
with your individual
problems . . . In sound
movie-making or any
phase of photography!

FREE

Shoot flash the modern way:
The **MIGHTY LIGHT** way!
Forget—forever—costly, clumsy flash bulbs!



Both 1956 MIGHTY LIGHT models are ultra-compact, inexpensive Speedlights . . . packing a "mighty" punch! Flash tube is rated for 100,000 flashes of 1/1000th sec. duration. The Battery Pack is about the size of 2 packs of playing cards (put end to end) and weighs just a little over a pound. It swings from your shoulder, or fits the base of your camera, with an accessory Battery Pack Holder. (\$4.95.) MIGHTY LIGHT STANDARD units have a Flash Head only 7" high, no thicker than a broom stick. Guide number is 160 for medium speed black and white film; 30 for Kodachrome. Batteries rated 2,000 flashes. MIGHTY LIGHT DELUXE units have a Flash Head just 4" longer than the standard units; and the overall weight is just 4 ozs. more; batteries are rated for 1,000 flashes. Light intensity with MIGHTY LIGHT DELUXE is, of course, substantially greater: One full f/ stop. Guide number for medium speed black and white film is 220; for Kodachrome — 45.

MIGHTY LIGHT Standard AC Unit	\$44.95 Cash or \$4.49 Down
MIGHTY LIGHT Standard BATTERY unit with batteries	64.95 Cash or 6.49 Down
MIGHTY LIGHT Standard COMBINATION unit (AC, Battery Pack, Rejuvenator)	79.95 Cash or 7.99 Down
MIGHTY LIGHT DELUXE AC Unit	59.95 Cash or 5.99 Down
MIGHTY LIGHT DELUXE BATTERY Unit with batteries	79.95 Cash or 7.99 Down
MIGHTY LIGHT DELUXE COMBINATION unit (AC, Battery Pack, Rejuvenator)	94.95 Cash or 9.49 Down

Famous MIGHTY LIGHT Close-up Ring replaces the regular flash tube. It's a patented ring light fitting around the lens of any camera. The "cold light" gives clear, sharp, shadowless close-up pictures. Physicians and dentists can use the Close-up Ring within inches of a patient's eyes without creating discomfort. The accessory Close-up Ring (used of course with your basic MIGHTY LIGHT) is priced at only \$39.95 Cash or \$3.99 Down.

Inquire also about MIGHTY LIGHT Slave Units!

1956 EdnaLite DUAL LENS



1. Telephoto
2. Normal
3. Wide Angle

You'll actually get three-lens-in-one versatility for less than you might expect to pay for one extra lens! Everyone's talking about NEW EdnaLite DUAL LENS. It gives you all the advantages of telephoto and wide angle shooting. Your single lens movie camera takes on the scope of an expensive turret outfit . . . and for only \$24.95! DUAL LENS fits all 8mm. and most 16mm standard cameras. Mounted on any standard lens for 8mm cameras, DUAL LENS gives you approximately a 20mm focal length telephoto lens and an 8mm focal length wide angle lens. On most 16mm movie cameras, a standard 25mm lens "grows" to approximately a 38mm telephoto—or "widens" to a 16mm wide angle lens. Each EdnaLite DUAL LENS comes with adapter ring, handsome leather case, and a twin-field optical finder for accurate framing. In short,

complete and ready to use . . . **\$24.95** (Yes, the full price!)
and all for only

When ordering please specify your camera and lens make and model.
FOR COLORFUL FALL AND CHRISTMAS MOVIE MAKING . . .
ORDER YOUR DUAL LENS TODAY DIRECTLY FROM D. F. A.I

LIFETIME GUARANTEE

ALPA the ALL-IN-ONE 35mm Camera

- **Optional Focusing:** Single-lens reflex groundglass or individual, single-window, coupled rangefinder AND multi-focal, "sporttype" viewfinder.
- **Unsurpassed Optics:** Every one of the coated, high-resolving power ALPA lenses (wide angle through 3750mm!) is individually tested, carries an unconditional guarantee. Choice of click stops or FULLY automatic diaphragm with 50mm lenses.

• **Are you a perfectionist?** Here's your answer: The superlative Kern Switar 50mm coated f/1.8 APOCHROMAT, the only lens for 35mm cameras correcting all 3 primary colors, including red. Gives critical definition even at full aperture, f/1.8 (200 lines per mm.).

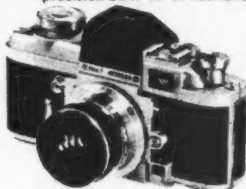
Your Choice of Lens Determines Price of Camera

	ALPA 5 (Prism Reflex)	10% Down	ALPA 7 (Prism Reflex & Range- finder)	10% Down
Schneider Xenon 50mm coated f/1.9 with FULLY automatic diaphragm.....	\$389.00	\$38.90	\$429.00	\$42.90
Kern Switar 50mm coated f/1.8 APOCHROMAT with FULLY automatic diaphragm.....	419.00	41.90	459.00	45.90
Macro-Kilar E 40mm coated f/3.5 (4" to infinity).....	314.00	31.40	354.00	35.40
Macro-Kilar D 40mm coated f/3.5 (2" to infinity).....	339.00	33.90	379.00	37.90

Selected ALPA Wide Angle and Telephoto Lenses

Angenieux Retrofocus 28mm coated f/3.5 lens.....	\$ 139.00
Old Delft Alfinar 38mm coated f/3.5 lens.....	89.00
Schneider Xenar 80mm coated f/2.0 lens.....	169.00
Schneider Tele-Xenar 90mm coated f/3.5 lens.....	159.00
Old Delft Aligular 135mm coated f/3.2 lens.....	129.00
Zoomar Reflektar 3750mm coated f/25.0 lens.....	3500.00

precision-built in Switzerland



• **Unique Eveready Case:** Holds ALPA with wide angle, 50, 75 or 90mm lens; plus sunshade, filters and exposure meter.

Dowling's

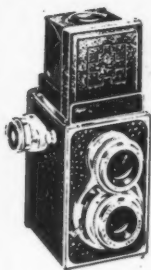
175 Fifth Avenue
NEW YORK 10, N. Y.

1956 Ricoh Cameras

For both Square-Shooters and Thrifty Thirty-Fivers, the new 1956 RICOH Cameras are outstanding. See how MUCH you get for how LITTLE you pay!
Incorporates many features of the most expensive 'Flexes'!

Super Ricohflex

- Fast Ricoh 80mm f/3.5 anastigmat lens
- Full flash synch' shutter, with speeds to 1/200th sec.
- Full size ground glass focusing
- Wide angle magnifier
- Eye-level sports finder
- Equipped for roll film giving 2 1/4 x 2 1/4 prints, but also convertible to 35mm film
- Convertible to automatic film stop



Only \$29.95 Cash or \$2.99 Down!

Eveready leather case \$5.95; 35mm color film back \$9.95; Auto-stop \$4.95.

Ricoh 35' Camera Outfit

- BIG image combined viewfinder-rangefinder
- Trigger-coupled film and shutter setting
- Fast Ricoh 45mm f/3.5 anastigmat lens
- Full flash synch' shutter, with speeds to 1/200th sec.
- Handsome leather and chrome trim

Complete with flash unit and genuine leather eveready case... only \$59.95
Cash or \$5.99 Down

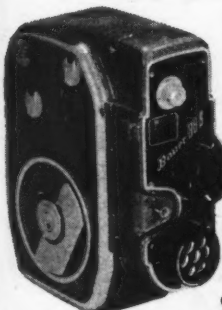


Bauer 8mm Cameras

BAUER has long been the accepted standard of perfection in Europe. Now these superlative cameras, made in Stuttgart (Western Germany) are available for your movie making pleasure! You'll be delighted with the host of new fully automatic features to give you perfect ease of operation and perfect pictures everytime!

BAUER 88B

- Built-in, AUTOMATIC, photo electric exposure meter — coupled to needle-sharp Schneider Xenoplan coated f/1.9 lens. Just set the meter for film speed and frames per second; and then automatically maintain perfect exposure, regardless of change of scene or light conditions.
- AUTOMATIC film transport indicator visible through viewfinder while filming.
- Easy, sprocketless drop-in roll film loading.
- 4 speeds.
- Professionally designed, beautifully finished: The ultimate in 8mm cameras. . . . only \$139.50 Cash or



\$13.95 Down

BAUER 88C

- Similar to 88B, but without meter. Equipped with Elgeet f/1.9 lens. \$94.95 Cash or \$8.45 Down

BAUER 88

- Same as the 88C, but with 16 F. P. S. and single frame action. \$69.95 Cash or \$6.95 Down

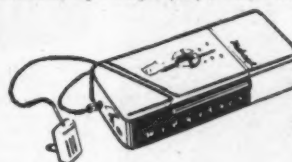
1956 Mohawk midgetape

Record anytime, anywhere with the first truly portable, long-life battery operated tape recorder! Uses standard, readily available magnetic tape. Its compact size (only 1 1/2" X 3 3/4" X 8 1/2"), its remarkably light weight (only 3 lbs., 2 ozs.),

and its big-job capacity put it far ahead of any other portable recorder in performance and versatility!

There's no clutter, fuss or trailing wires with the MIDGETAPE. It is ready for action anytime . . . anywhere; whether musical concert; business conference; or to take professional dictation. The low-geared, smooth 1 1/2" per sec. tape travel insures ONE FULL HOUR'S run. Compact cartridge-loading, 1/4" wide, twin-track tape can be used repeatedly, after automatic erasure. MOHAWK tape cartridges are smaller than a pack of cigarettes, making them easy to handle and mail anywhere.

Before your next trip abroad, brush-up on your foreign languages! Take the MIDGETAPE with you, too, for authentic on-the-spot recordings. It's lighter and more compact than many small movie cameras! Complete with one full hour recording cartridge, crystal microphone, earphone and two extended-life batteries



\$24.95 Down

. . . \$249.50 Cash or Doctor, Lawyer or Indian Chief?

. . . even if you're not, the MOHAWK is indispensable for recording your pow-wows, public or private, especially with these custom accessories: (available on D. F. A.'s usual easy terms)

- Transcribing control . . . with instant stop/start foot pedal . . . \$39.50
- Fitted briefcase . . . top-grain cowhide, all secrets inside! . . . 39.50
- Concealed hi-fi lapel mike . . . catches each whisper! . . . 24.50
- Telephone control . . . records two-way talks on any 'phone . . . 18.00

Dowling's

175 Fifth Avenue
NEW YORK 10, N. Y.



1956 Model 700 Tape-o-Matic Recorder: The Voice of Music

NEW! And this is IT... for the recording perfectionist! VM Corporation—the world's largest manufacturer of phonographs and record changers—and D. F. A. now bring you a recorder with more professional features than any in its price range.



Here's but a short list of some of the Voice of Music's "ear openers":

- ✓ Monitor Switch... hear actual recordings while made "live" from radio or magnetic cartridge pickup
- ✓ Woofer-tweeter speaker system
- ✓ High fidelity... from 40 to 15,000 cycles
- ✓ Dual input, dual output jacks
- ✓ Use as phono amplifier or P. A. system

VM Tape-o-Matic
only \$179.95 Cash or **\$17.99 Down!**

For the inside story on the feature-packed VM Tape-o-Matic Recorder write to DOWLING'S Fifth Avenue for FREE brochure today! Or—if you have a special recording or hi-fi problem—please feel free to write for personal advice to our audio consultant, Ralph Thomas.

MIRACLE IN SUB-MINIATURE



Now, like never before, you hold fine photography in the palm of your hand with the incredible GAMI 16. Take it anywhere, anytime for automatically perfect pictures of every kind... and fully detailed enlargements.

NEW GaMi 16 Automatic Exposure-Meter Picture Control

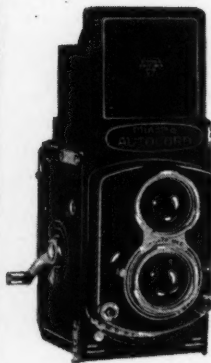
Only camera combining exposure meter, viewfinder, rangefinder, parallax corrector in adjusting eyepiece viewer ★ Focusing from 20" to infinity ★ 6-element 1/1.9 coated Galileo lens ★ Click stop to 1/11 ★ Speeds from 1/2 to 1/1000th ★ 3-exposure rapid sequence shooting ★ Front cover winding ★ Built-in yellow filter ★ Negative size of two frames on standard 16mm film ★ Daylight loading of 30 exposure black and white or color cassettes ★ Full flash synchronization ★ All metal construction ★ Satin aluminum finish ★ Complete line of accessories ★ A precision masterpiece manufactured by Galileo, Italy

★ Including carrying case **\$34. Down**
\$340. Cash or

Order directly from DOWLING'S Fifth Avenue, New York, for immediate air shipment!

ALL EQUIPMENT LISTED IN THESE SPECIAL D. F. A. PAGES IS BRAND NEW — FACTORY PACKED, FULLY GUARANTEED BOTH BY THE MANUFACTURER AND BY DOWLING'S Fifth Avenue!

NOW...you can afford the BEST!



Minolta AUTOCORD

fully Automatic

- Helical Focusing Lever, actuated by index finger of hand supporting camera, sweeps focus from 3 ft. to infinity in a single stroke!
- Automatic Film Transport advances film, counts the exposure, and sets the shutter in a single operation
- Rokkor 75mm Coated f/3.5 Lens—a superb 4 element, highly color corrected objective
- Optiper MXS Precision Shutter, synchronized at all speeds from 1 second to 1/400th and bulb, with built-in self timer and safety-locking body shutter release

An editorial in the August 1955 issue of Modern Photography put it: "... having all these features incorporated into a camera selling for \$99.50 is novel—maybe it's unique." Indeed it is! The Minolta Autocord is in a class by itself at only...

\$99.50 Cash or **\$9.95 Down**



Minolta A 35mm CAMERA

- Fast single stroked-lever automatic film transport and shutter set
- Combined coupled rangefinder-viewfinder
- Precision 4-element Rokkor f/3.5 lens
- Depth-of-field scale
- Click-stop diaphragm
- Rapid rewind
- Konan behind-the-lens shutter, fully MX 'synch', from 1/2 sec. to 1/300th
- Removable back for easy loading

And priced at only **\$4.95 Down**
\$49.95 Cash or

Remember! For millionaires or the millions—D. F. A.'s Easy Payment Plan is quick and confidential. Don't wait! Enjoy your camera while you pay for it. You can buy the best today on D. F. A.'s famous Easy Terms!

USE COUPON ON NEXT PAGE TO REQUEST YOUR COPY OF OUR COMPLETE NEW 1956 CATALOG... IT'S FREE! MEANWHILE BUY ANY CURRENTLY ADVERTISED PHOTOGRAPHIC PRODUCT FROM D. F. A. JUST SEND IN YOUR ORDER TODAY!

Dowling's

FIFTH AVENUE

• 30 DAY FREE TRIAL

• LIFETIME GUARANTEE

10%

NO EXTRA
CHARGE FOR
CREDIT

DOWN

NO
INTEREST!

EASY PAYMENTS FOR CIVILIANS AND SERVICEMEN THE WORLD OVER!

The incomparable new 1956 Leica M-3



Leica M-3 w/ Elmar coated f/3.5 lens \$348. Cash or \$34.80 Down
Leica M-3 w/ Summicron coated f/2.0 lens 447. Cash or 44.70 Down
Leica M-3 w/ Summarit coated f/1.5 lens 468. Cash or 46.80 Down
Leica M-3 Body without lens 288. Cash or 28.80 Down

LEICA M-3 ACCESSORIES

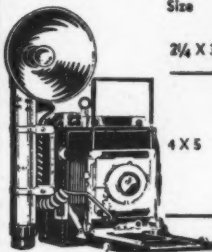
Summaron-M coated 35mm f/3.5 lens \$99.00 Cash or \$9.90 Down
Elmar-M coated 90mm f/4.0 lens (standard mt.) 93.00 Cash or 9.30 Down
Elmar-M coated 90mm f/4.0 lens (collapsible) 150.00 Cash or 15.00 Down
Hektor-M coated 135mm f/4.5 lens 141.00 Cash or 14.10 Down
Leica Meter-M 30.00 Cash or 3.00 Down
Adapter, standard Leica lenses to M-3 10.50 Cash or 1.05 Down

OTHER SUPERB NEW LEICA PRODUCTS

Stemar (Leica Stereo), complete \$297.00 Cash or \$29.70 Down
Valley II Enlarger 76.00 Cash or 7.60 Down
Leica IIf with Elmar coated f/3.5 lens \$177.00 Cash or \$17.70 Down
Leica IIf with Summaron coated f/3.5 lens 216.00 Cash or 21.60 Down
Leica IIIIf with Elmar coated f/3.5 lens 237.00 Cash or 23.70 Down
Leica IIIIf with Summaron coated f/3.5 lens 276.00 Cash or 27.60 Down
Leica IIIIf with Summicron coated f/2.0 lens 336.00 Cash or 33.60 Down
Leica IIIIf with Summarit coated f/1.5 lens 357.00 Cash or 35.70 Down

1956 Pacemaker GRAPHIC OUTFITS

All brand new, latest models, with factory guarantee! Includes: • Graflok back • Ektalite screen • new Graphic coupled rangefinder with Rangefinder and automatic parallax viewfinder • new full image wire finder • Grafflite 3 cell flash gun • deluxe case • film pack adapter • roll film holder • 6 cut film holders • adapter ring • sunshade • 4 filters. Prices below include all this extra equipment! Easy payments available!



Size	Coated Lens in Shutter	Speed	Crown
		Graphic	Graphic
2 1/4 X 3 1/4	101mm Ektar f/4.5 (1/800 sec.)	\$338.	\$299.
	105mm Tessar f/3.5	299.	279.
	105mm Ektar f/3.7	343.	294.
	135mm Schneider Xenar f/4.7	299.	279.
	135mm Optar f/4.7	368.	319.
	127mm Ektar f/4.7	368.	319.
	135mm Tessar f/4.5	348.	299.
4 X 5	150mm Schneider Xenar f/4.5	348.	299.
	150mm Tessar f/4.5	348.	299.
	152mm Ektar f/4.5	348.	299.
	135mm Schneider Xenar f/3.8	348.	299.
	150mm Tessar f/3.5	399.	379.
	150mm Schneider Xenar f/2.8	499.	469.

New Graphic rangefinder is manufactured for 4 X 5 cameras only. 2 1/4 X 3 1/4 outfits are supplied with Kalart coupled rangefinder.

New 1956 Revere

Automatic Projector Runs by itself! Model "553" (300 watt, automatic) \$79.50 Cash or \$7.95 Down; Model "555" (500 watt, automatic) \$89.50 Cash or \$8.95 Down; Model "888" (500 watt, fully automatic) \$144.50 Cash or \$14.45 Down. Prices incl. 7 trays and case.



new 1956 Contaflex

Ground-glass eye-level focusing is combined with split image rangefinder. Tessar 45mm f/2.8 coated lens with fully automatic diaphragm. Contaflex I \$169. Cash or \$16.90 Down; Contaflex II (Built-in Meter) \$199. Cash or \$19.90 Down.



1956 CONTAX

New full synchro models! IIA with Sonnar coated f/2.0 lens \$345. Cash or \$34.50 Down; or with Sonnar coated f/1.5 lens \$374. Cash or \$37.40 Down. For Contax IIIA with built-in exposure meter add \$38. Cash or \$3.80 Down.



New 1956 Automatic

With fully automatic diaphragm lens listed: Tessar f/2.8 \$259.50 Cash or \$25.95 Down; Westagon f/2.0 \$289.50 Cash or \$28.95 Down; Biotar f/2.0 \$346. Cash or \$34.60 Down; Xenon f/1.9 \$361.70 Cash or \$36.17 Down. With Pentaprism R/F add \$47. Cash or \$4.70 Down.



ALL NEW 1956 RETINA

Built-in exposure meter and with normal Xenon coated f/2.0 lens in M-X shutter — \$190. Cash or \$19.00 Down. Optional: Curtar 35mm coated f/5.6 wide angle lens \$62.50 Cash or \$6.25 Down; Longer 80mm coated f/4.0 telephoto lens \$82.50 Cash or \$8.25 Down. Retina IIC \$139.50 Cash or \$13.95 Down.



Outstanding New 1956 PORTABLE Typewriters

Hermes Rocket (only 8 lbs.) with case \$73.67 Cash or \$7.36 Down; Underwood Universal with case \$110.95 Cash or \$11.09 Down; superb new Color Royal with case \$124.75 Cash or \$12.47 Down.



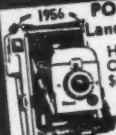
14" Clock-TV

Portable steel cabinet; recessed handle; only 35 lbs. Exclusive D.F.A. plug. with separate folding table; antenna. FREE ins. delivery anywhere (incl. APO's where ins. delivery only \$169.50). Only \$169.50 Cash or \$16.95 Down!



1956 POLAROID Land Cameras

Highlander Camera only \$69.95 Cash or \$6.95 Down. Complete Highlander outfit: camera, flash, meter, case for outfit, and 3 rolls of film only \$77.50 Cash or \$7.75 Down. Speedliner \$89.75 Cash or \$8.97 Down; New 700 \$125. Cash or \$12.50 Down.



Fine 1956 2 1/4 X 2 1/4 Single Lens Reflex Cameras

Ektar coated f/2.8 lens \$379. Cash or \$37.90 Down; Hasselblad Superwide with Biogon coated f/4.5 lens \$489.50 Cash or \$48.95 Down. Exakta 66 with Tessar coated f/2.8 lens \$319.50 Cash or \$31.95 Down.



NEW Models 1956 Rollets

Rolleicord V with Xenar f/3.5 lens \$134.55 Cash or \$13.45 Down. Rolleflex with Xenar f/3.5 lens \$217.50 Cash or \$21.75 Down; or with Tessar f/3.5 lens \$232.50 Cash or \$23.25 Down. New Rolleflex 2.8D with Xenotar or Planar f/2.8 lens \$291.50 Cash or \$29.15 Down.



Top 1955 16mm Equipment!

Bolex H-16 Leader Lytler f/1.9 \$269.50 Cash or \$26.95 Down; B&H 70-DR, TTH f/1.9 \$385.50 Cash or \$38.55 Down; B&H Filmo-sound 202 \$719 Cash or \$71.90 Down; Cine-Kodak Special II, Ektar f/1.4 \$1175 Cash or \$117.50 Down.



1956 Kodak Brownie Movie Outfits

Complete outfits with Brownie camera and projector. Inc. single lens (f/2.7) camera \$99.50; or (f/1.9) camera \$108.75; or turret (f/1.9) camera with wide angle and telephoto \$141.50. Available for 10% down.



Dowling's

175 FIFTH AVENUE, NEW YORK 10, N. Y.
in a N. Y. Landmark, the Flatiron Bldg. at 23rd St.
Mail Order Showroom, Suite 2000. Tel.: OREGON 4-7900

Please ship the following immediately: _____ M-254

Enclosed is \$_____ ☐ Down Payment ☐ Complete Payment.
I agree to pay \$_____ monthly for _____ months until merchandise is paid for.
I wish to trade in: _____
☐ Give me tentative allowance by mail.
☐ I am shipping equipment for exact allowance.
Your trade-in may be used as down payment! It will be returned at D.F.A.'s expense if you don't accept our top offer.
☐ Send FREE literature on _____
☐ Send FREE 1956 Catalog. ☐ Send pamphlet on "Deferred Payments."

Name _____
Address _____
City or Town _____ State _____

MAIL TODAY

You Can't Buy a Better Camera at **TWICE** the **PRICE!**



- ① **HELICAL FOCUSING LEVER**, permits one-hand operation, smoothly sweeps focus from 3 ft. to infinity in a single stroke.
- ② **AUTOMATIC FILM TRANSPORT** advances film, counts the exposure, and sets the shutter.
- ③ **TAKING LENS is ROKKOR 75mm f/3.5**, 4-element, highly color corrected and fully coated.
- ④ **VIEWING LENS is Coated ROKKOR 75mm f/3.2**.
- ⑤ **OPTIPER MX PRECISION SHUTTER**, synchronized at all speeds from 1 second to 1/400th and bulb, with built in self-timer and safety-locking body shutter release.

Light, compact, versatile, the Minolta Autocord is precision-built for professional results. With the features of the most expensive cameras — plus exclusive extras — the Autocord makes picture taking a joy, gives you large 2 1/2" x 2 1/2" needle sharp, full-toned negatives in color or black-and-white, and stands up under the hardest use.



Automatic
MINOLTA 'A'

Your Best Buy in a 35mm Camera, only **\$49.95**

Deluxe Leather Carrying Case...\$7.95

**Minolta
AUTOCORD**

Fully Automatic only **\$99.50**

Deluxe Leather Carrying Case \$9.95

DOUBLE GUARANTEE

All Minolta cameras carry the unconditional guarantee of the manufacturer, makers of the most widely accepted cameras in Japan for over 27 years, PLUS the additional guarantee of the FR CORPORATION, exclusive U. S. sales agents for Minolta cameras and accessories and famous for over 21 years as manufacturers of high-quality photographic products — your double assurance of absolute satisfaction.

Accessories are available for all Minolta cameras, including flash units, filters, close-up lenses, and lens hoods.

Minolta Cameras are manufactured by
Chiyoda Kagaku Seiko Co., Ltd., Osaka, Japan
New York Office, 150 Broadway
In Canada, Anglonphoto Ltd.
Montreal, Toronto, Vancouver

fr

See the Minoltas at your favorite photo dealer's
or write for information to
THE FR CORPORATION
951 Brook Avenue, New York 51, N. Y.

NEW PRODUCTS

(Continued from page 19)

on each lens barrel that indicate the minimum shooting distance at every lens opening (from f/1.9 to f/16). Price, \$79.50. For more information, write:
EASTMAN KODAK CO.
343 STATE ST., ROCHESTER, N. Y.

New Elitar Soligor Lenses



Two new Elitar Soligor lenses are designed for 16-mm movie camera owners whose cameras accept a standard "C" mount. The first, (shown), is a 15-mm, f/1.9 wide-angle lens for use with Series V filters. It has a standard "C" focusing mount and clickstops. Price,

\$54.95.

The second is a 25mm, f/1 lens with chrome-plated brass helical focusing mount, focusing from two feet to infinity, and clickstops. Price, \$199.50.

For 35mm single lens reflex camera owners there's a new Elitar Soligor 135mm, f/2.8 long focus lens. It is equipped with a pre-set diaphragm, clickstops and helical focusing type lens mount which focuses down to 5 feet. Price of 135mm, f/2.8 long focus in mounts to fit the Exakta, Exa, Praktica, Pentacon, Hexacon and Contax S and D cameras, \$89.95. For more information about these Japanese-made lenses, write:

INTERSTATE PHOTO SUPPLY CORP.
17 W. 17TH ST., NEW YORK, N. Y.

Minox Slide Projector



A new slide projector, designed especially for showing transparencies made with the Minox sub-miniature camera, is now available. Known as the Minox Slide Projector, Model 30, the light-weight unit measures

only 8 x 6 x 3 1/2 inches, and is equipped with an f/2.9 coated 35mm Minostar lens. Because of the short focal length of the lens and resultant shorter projector-to-screen distance, the manufacturer claims: only a 100-watt projection bulb is required; and at 8-foot projection distance, Minox 5/16 x 7/16 inch transparencies can be projected to 3 x 3 ft. size.

Other features are: an all metal slide changer accepts Minox slides (measuring 30 x 30mm when mounted); there is a double condenser lens system with silvered optical glass reflector; the projector has a built-in elevating device and an on-off switch. Price of Minox slide projector with 6-foot rubber clad cord, leather carrying case, slide changer and projection lamp, \$79.95. For more information, write:

KLING PHOTO CORPORATION
235 FOURTH AVE., NEW YORK, N. Y.

Minox Slide Binding Accessories

Three new slide binding accessories for the Minox transparencies are now available.

The Minox transparency cutter is designed for precision cutting and comes with an adjustable 5X magnifier for examination and selection of each transparency. When a transparency is cut

(Continued on page 30)



Atop stadium roof, Mason (Right) works his Exakta while other photographer uses a "Big Bertha" with 20 inch lens. Along with the operator of the Big camera a spotter is necessary to record the plays.

University of Conn.—University of Maine Game, taken with an Exakta from stadium press-box, 500th of a sec. at f:8, 135mm lens.

You can photograph it easier with an Exakta!

Newspaper photographer Wesley L. Mason gets thrilling, close-up action-packed football shots the EASY way with his 35-mm Exakta. "He gets such amazing results that other photographers sit up and take notice."*

You too can get perfect, action-packed sport shots, everytime, the easy way... with a 35-mm Automatic Exakta VX.

The Automatic Exakta VX with Penta Prism eye-level viewfinder and Split-image Rangefinder and 58-mm, f/2.0 Automatic Biotar Lens is priced at \$392. The Automatic Biotar Lens alone, \$162.80. • The Automatic Exa has most of the advantages of 35-mm, automatic, single-lens reflex photography in a camera foolproof enough for a child to use. The Automatic Exa with Penta Prism eye-level viewfinder and Split-image Rangefinder and 50-mm, f/2.8 Automatic Isco Westanar lens is priced at \$165. Automatic Isco Westanar Lens alone, \$69.50.

Your dealer will gladly demonstrate these outstanding cameras to you.

*This is directly from an article by Arthur J. Kiely, Jr., Sports Writer for the Hartford Courant.



EXAKTA CAMERA COMPANY, 705 Bronx River Road, Bronxville 8, N. Y.

Exclusive Factory Appointed Representatives in the U.S.A. for Sales & Service of Exakta and Exa Cameras



IT MAY BE COLD OUTSIDE BUT — MINIFILM GIVES YOU 2 PAGES OF THE HOTTEST DEALS THIS SIDE OF THE EQUATOR!

**NOW YOU CAN OWN THE
TELEPHOTO LENS
YOU'VE ALWAYS WANTED!**

ALL BRAND NEW
Unbeatable Values for
EXAKTA, PENTACON, ETC.



LATEST 1956 90mm f4 Sun
Coated TELE LENS Reg. \$51.95
YOUR COST \$19.95

90mm f4 Sun Coated PRESET
TELE LENS Reg. \$64.95
YOUR COST \$24.95

A MIRACLE OF OPTICAL ACHIEVEMENT
Announcing the New Revolutionary

BERTHOUT GRAND ANGULAIRE

**A HIGH SPEED 10MM f1.9
WIDE FIELD LENS**



FOR ALL 16MM MOVIE CAMERAS

\$85.00

A wider field than
CINEMASCOPE or
VISTASCOPE...

yet no extra lenses to be attached
to the projector! Unheard of Performance...
No Other Wide Field Lens Even Comes Close!

Z-O-O-M LENS HEADQUARTERS



Reg. \$219.50
Continuous focus from tele-
photo to wide angle with-
out stopping camera.

WHY FUSS WITH 3 LENSES WHEN
ONE WILL DO THE JOB?
**8MM BOLEX
PAN CINOR 12.8 LENS**
FOR ALL 8MM CAMERAS
NINE LENSES IN ONE
Special
Only **\$89.50** Used

16mm 3-LENS PATHÉ

The only 16mm camera under \$1200 with



1. Follow focusing through the lens
2. Variable shutter
3. Factory Fitted Lenses

PATHÉ SUPER 16 DELUXE with

10mm f1.9 Berthiot Cinor Super Fast, Super
Wide Angle
25mm f1.5 Berthiot Cinor Speed Normal
75mm f2.5 Berthiot Cinor High Speed Telephoto
Only

BRAND NEW
Complete **\$704.00** Down

Also Pathé Super 16 Camera... less lenses... \$450

'WORLD'S FINEST' STEREO CAMERA!

Too good to be true? Yes, normally, but this fine
German factory went haywire adding feature after
feature... perfecting to a point that priced it off
the market. We promised to keep this sale out of
their European market, and mention no names...
SO YOU'RE THE BENEFACTOR!

- Built-in Photo-Electric Meter
- Auto-rapid advance lever
- Matched f3.5 Steinheil Cassar lenses especially corrected for color
- Coupled R.F.
- MX Prontor SVS Shutters
- Pin-seal trimmed chrome body



Fantastically
priced at
\$79.50
BRAND NEW

HASSELBLAD OWNERS!

Everything from TELE-
PHOTO TO CLOSE-UP
WITH ONE LENS now
possible! EXCLUSIVE
LENS COMBINATION
focus from 18" to
infinity.



180mm f4.5 Schneider Xenar \$177.50
180mm f3.5 Schneider Xenar \$230.00
240mm f5.5 Schneider Tele-Xenar \$197.50
350mm f5.5 Schneider Tele-Xenar \$258.25

BRAND NEW Latest 1955



AUTOMATIC PENTACORD
Fully Automatic Diaphragm
Prismoscope • MX Flash
1 Sec. to 1/1000
With 12.8 Ctd. Westar
Automatic Lens
Reg. \$249.50
With 12 Ctd Lens Reg. \$259.50
Eveready Case Reg. \$5.00

Special **\$139.95**
Special **\$149.50**
Special **\$9.75**

**WANT TO BUY ONE LENS
...AND HAVE 2?**

If you own a LEICA, CONTAX, CANON, NIKON,
EXAKTA, PRAKTIKA, PENTACON, CONTAX-S or
most any other camera with interchangeable
lenses... write today for our **FREE BOOK-
LET** on how NOVOFLEX ACCESSORIES expand
the use of your camera.

**DO YOU
KNOW WHAT
YOUR CAMERA
CAN REALLY
DO?**



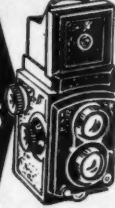
**BIGGEST ACCESSORY BUY
FOR YOUR CAMERA!**

**NORWOOD FLASHRITE
or SPEEDRITE METER**



The Rangefinder alone
is worth the price!
NORWOOD FLASHRITE
(for flashbulbs) or
NORWOOD SPEEDRITE
(for electronic flash)
ONLY
Reg. \$11.95 **\$3.95** Brand New

**DON'T BUY
A TWIN LENS
REFLEX CAMERA!
UNTIL YOU
HAVE SEEN
MINIFILM'S
REFLEX BUY
OF THE
YEAR!**



**DIRECT FROM WORLD FAMOUS
JAPANESE FACTORY TO YOU!**

JUST LOOK AT THESE SPECIFICATIONS—

- f3.5 Sharp-cutting Four Element Lens
- Full Synchro M-X-F Shutter with Speeds from 1 Full Second to 1/300 Sec.
- Fully Automatic Film Transport and Counter
- Platform Twin Mount Focusing
- Large Focusing Knob with Handy Film Reminder
- Body Shutter Release
- Built-in Self-Timer
- Built-in Convenient Flash Shoe
- Precision Die Cast Aluminum Construction

BRAND NEW
Reg. Value \$139.50
Leather Case \$4.50

\$49.50 SPECIAL

SAME MODEL AVAILABLE—

- With Shutter Speeds up to 1/200 sec.
- M-X-F Synchro Shutter
- Large Focusing Knob
- Platform Twin Mount Focusing (only found in cameras over \$149.00)
- Precision Die Cast Aluminum Construction
- f3.5 Coated Lens

BRAND NEW
Reg. Value \$109.00
Leather Case \$4.50

\$29.95 SPECIAL

Place your order today!—If you do not feel that
your purchase is an exceptional value at twice our
special price... your money will be cheerfully re-
funded in full, including transportation charges.

**LATEST 1955
EXAKTA XV
SAVE OVER \$150**

Brand New Cameras with Split-Field Rangefinder

Penta Prism
with f1.9 Auto Meyer Prisma Preset. Disc. Special \$199.50
Reg. \$326.50
with f2 Zeiss Biotar Preset Special \$239.00
Reg. \$392.50
with f1.5 Angenieux Preset Special \$239.00
Reg. \$416.50
Furnished with Factory Authorized Guarantee,
Import Certificate and Owner's Registration.
*Sent with any Exakta Camera you buy.

CLOSE OUT!

**LIMITED
QUANTITY!**



In closing out these fine precision cameras the
German manufacturer made us promise not even to
hint at his name, so we won't. However, after one
look at these specifications it won't take you long
to guess.

**REMEMBER! You can't go wrong. Your money back
overnight, if you don't lick your chops when you
see your lucky purchase.**

- f2.8 Steinheil Cassar
- Color corrected lens
- Prenter SVS Shutter
- 1-1/300 Second
- Full MX Flash
- Synchronization
- Double Exposure
- Prevention Lock
- Self Cocking Shutter
- Automatic film Transport Lever
- Built-in Rangefinder
- Built-in Exposure Meter
- Built-in Self Timer
- Custom Finished Black Morocco & Chrome Body

SPECIAL \$39.95

Brand New
Deluxe case \$5.95
Flash Gun \$5.95

PRAKTIKA FX BRAND NEW

LATEST 1956 MODEL—**\$53.50**



f2.9 Ctd. Praktika Lens
—Reg. \$99.50.

f1.9 Coated Primopanel Preset Lens. 75.95
f2.8 Coated Tessar Preset Lens. 75.95
f2 Coated Zeiss Preset Lens. 99.95
Leather Eveready Case. 8.50
Special Synchro Flash. 7.95
Prism Finder. 13.95

**GUARANTEED 8mm
MOVIE LENSES**

We inspected over 100 fine imports and selected only
those that we are sure are top-quality, needle-sharp
and precision made in every detail. **BRAND NEW**

1 1/4" f1.4 SPECIAL \$24.95
1 1/4" f3.5 5.75
1 1/4" f3.2 7.95
1 1/4" f2.5 Foc. Mt. 12.95
1 1/4" f1.9 Foc. Mt. 16.95
1 1/4" f1.5 Foc. Mt. 23.95
7mm f2.5 W.A. 14.95
6mm f1.9 W.A. 21.95

LOOK WHAT YOU GET...

ONLY \$6.99 10% Down

15pc ARGUS C3 OUTFIT

All Brand New With

TELEPHOTO AND REGULAR f3.5 CTD. LENS

FLASHGUN — CASE —

6 ROLLS B&W FILM — 3

FILTERS — SUNSHADE

& FILTER HOLDER

Camera Case, & Flash Gun \$88.50

REG. \$102.50
SPECIAL \$69.95
YOU SAVE \$32.55

**Take Your Choice of Any
One of These 300 Watt**

Brand New

**AUTOMATIC SLIDE
PROJECTORS**

With Automatic

Changers! **ONLY \$39.50**

Viewflex Y33L Reg. \$67.00 \$39.50

SVS Skyline, Airquipt

Changer & Case Reg. \$67.45 \$39.50

AD 308, Airquipt Changer,

& Case Reg. \$64.45 \$39.50

TDC Showpak, 12 trays

& Case Reg. \$60.00 \$39.50

ONLY \$8.95 10% Down

THE AMAZING 35mm

LORDOMAT

NO OTHER CAMERA IN THE WORLD,

UNDER \$100 OFFERS THESE 3

VITAL, VERSATILE FEATURES!

1. INTERCHANGEABLE

rangefinder-coupling

LENS

normal telephoto

wide angle

2. SINGLE WINDOW for

viewing and

rangefinder focusing



3. RAPID LEVER shutter

and film winding

Quality comparable to

cameras selling for

\$200-\$300

Only \$89.50

10% MONTHLY 30 DAY FREE TRIAL 2 YEAR SERVICE GUARANTEE

HERE'S ALL YOU HAVE TO DO

1. Select the equipment of your choice at the prices shown in column one for new equipment or column two for used equipment.
2. If you have equipment to trade, check if it is represented in listing and deduct the allowance shown for it in column three.
3. Rush your order (and trade-in equipment if you have such) plus your remittance to cover—or instructions to ship C.O.D. for the balance or deferred payment terms as per your instructions.

SPECIAL SALE!! KODACOLOR

FACTORY PACKED — DATED 1957

	120/620	616	127	828
3 ROLLS	\$ 3.75	\$ 5.25	\$3.29	\$2.99
6 ROLLS	7.19	10.19	6.19	5.67
10 ROLLS	11.49	15.49	9.99	8.99

WHILE QUANTITIES LAST — LIMIT 10 ROLLS PER CUSTOMER

*. coated ** flash synchronized

SPECIAL SALE!!

35MM KODACHROME

FACTORY PACKED...1957 EXPIRATION DATE

20 EXP	36 EXP
3 Rolls for \$ 5.15	3 Rolls for \$ 7.25
6 Rolls for 9.65	6 Rolls for 13.75
10 Rolls for 14.95	10 Rolls for 21.49

WHILE QUANTITIES LAST — LIMIT 10 ROLLS PER CUSTOMER

LEICA, CANON, CONTAX, NIKON

	New	Used	Trade-in
21mm f4.5 Zeiss*	\$249.00	\$148.95	\$110.00
25mm f4 Nikkor	169.50	90.00	75.00
28mm f3.5 Hektor	64.00	40.00	35.00
28mm f3.5 Nikkor	149.50	92.50	75.00
35mm f2.8 Biometer	109.00	70.00	60.00
35mm f3.5 Elmar	37.50	25.00	20.00
35mm f3.5 Nikkor	89.50	54.75	40.00
35mm f2.5 Nikkor	139.50	97.50	70.00
35mm f2.8 Serean	110.00	70.00	60.00
35mm f3.5 Summarang	94.00	57.25	40.00
50mm f1.4 Nikkor	169.50	94.50	70.00
50mm f2.8 Sonnar	146.70	99.70	70.00
50mm f2.5 Summarit	80.00	61.95	40.00
50mm f1.5 Summarit	177.00	109.95	80.00
73mm f1.5 Hektor	69.00	50.00	40.00
73mm f1.5 Serean	238.00	137.50	100.00
85mm f2.8 Sonnar	229.00	129.50	100.00
90mm f4 Elmar	90.00	57.50	40.00
100mm f3.5 Canon	115.00	73.50	55.00
125mm f2.5 Canon	147.00	96.50	70.00
135mm f3.5 Canon	130.00	82.50	55.00
135mm f4.5 Hektor	135.00	85.00	75.00
135mm f3.5 Nikkor	135.00	85.00	75.00
135mm f4 Serean	108.00	69.00	45.00
200mm f4.5 Telyt	156.00	104.00	75.00
400mm f5.6 Novoflex	189.50	114.50	85.00
800mm f8 Canon	585.00	359.00	275.00

EXAKTA, CANON, D. PRATICA, PENTACON

	New	Used	Trade-in
35mm f2.5 Angenieux	\$99.50	\$69.50	\$40.00
40mm f3.5 Makro-Kilar	89.95	57.50	40.00
40mm f4.5 Tessar	75.00	39.00	25.00
50mm f1.5 Angenieux	165.00	109.00	85.00
50mm f2.8 Tessar PS	65.00	39.50	25.00
50mm f2.8 Westar	49.50	44.50	30.00
58mm f2.8 Biotar PS	125.00	63.95	40.00
58mm f1.9 Primosplan	216.50	91.95	70.00
75mm f1.5 Biotar	45.00	42.00	30.00
90mm f1.8 Steinheil	149.50	95.75	75.00
135mm f4.5 Steinheil	40.00	37.00	22.00
135mm f3.8 Sun	29.50	22.50	15.00
135mm f3.5 Colinar PS	39.50	29.50	20.00
135mm f4.5 Xenar	84.95	49.50	30.00
135mm f4 Triotar	75.00	43.75	35.00
180mm f2.8 Sonnar PS	238.00	150.00	100.00
240mm f5.5 Xenar	124.95	70.00	55.00
400mm f5.6 Novoflex	189.50	114.00	85.00
400mm f5.5 Megor PS	199.50	137.50	95.00

ACCESSORIES FOR IMPORTED CAMERAS

	New	Used	Trade-in
Leitz Focastide	\$ 36.00	\$ 23.00	\$ 15.00
Leitz Imarcast Finder	39.00	24.00	16.00
Leitz B.C. Flashgun	24.00	16.95	10.00
Zeiss Revolv. Finder	80.00	42.75	30.00
Reilein Back	35.78	22.50	15.00
Uniflex B.C. Gun	22.95	14.50	10.00
Micro Image Erect. Fdr.	24.50	14.00	10.00
Novoflex Bellows for Leica	34.50	22.50	15.00
Novoflex for Exakta, Pentacore, etc.	34.50	22.50	15.00
Novoflex Reflex Housing for Leica-Contax	99.50	59.00	50.00
Novoflex tripod and Stereo Recliner	18.50	12.00	9.00
Panoramic attach. Novoflex Universal	11.50	7.00	4.00

LEICA CONTAX NIKON CANON

	New	Used	Trade-in
Contax I f2.8 Tessar	\$ 41.95	\$ 25.00	
Contax III f2.8 Sonnar	95.00	70.00	
Contax IIIA f2.8 Sonnar	345.00	138.50	115.00
Contax IIIA f1.5 Sonnar*	412.00	186.95	150.00
Leica IIIA f2.8 Summar	78.50	55.00	
Leica IIIA f2.8 Summar	79.50	55.00	
Leica IIIC f2.8 Summarit	114.00	90.00	
Leica IIIF f2.8 Summarit*	248.50	145.95	120.00
Leica IIIF f2.8 Summicron	336.00	171.50	145.00
Leica IIIF f1.5 Summarit	357.00	174.95	150.00
Leica M3 f1.5 Summarit	448.00	230.00	
Nikon S f1.4 Nikkor	159.15	115.00	
Nikon S2 f1.4 Nikkor*	345.00	224.00	175.00

35MM SINGLE LENS REFLEX

	New	Used	Trade-in
Esa f2.8 Westar MX*	\$ 85.00	\$ 41.50	\$ 30.00
Kine Exakta f3.5 Tessar*	69.95	45.00	
Exakta VX f2.8 Westar	279.50	149.00	
Exakta VX f1.9 Xenon	341.70	189.50	150.00
Auto	189.50	105.00	
Contaflex f2.8 Tessar	149.00	85.00	45.00
Contax D f2.8 Biotar P.S.	80.95	70.00	
Praktiflex f2.8 Biotar	69.00	45.00	

35MM CAMERAS

	New	Used	Trade-in
Agfa Karat f2.8 RF	\$ 32.00	\$ 20.00	
Agfa A4 f3.5*	32.50	22.00	15.00
Argus C2 f3.5 RF	19.00	12.00	
Argus 21 f3.5*	59.50	29.50	20.00
Argus C3 f3.5 outfit	46.50	31.95	25.00
Argus C4 f2.8 RF MX	84.50	41.95	32.00
Super Baid. f2.8 RF MX	69.50	45.00	40.00
B&H Foton f2.8 RF MX	498.00	265.00	200.00
Bolsey B f3.2 RF	49.50	19.00	12.00
Bolsey B22 f3.2 RF*	69.50	35.50	25.00
Bolsey C22 f3.2 RF*	99.50	54.50	40.00
Confessa f2.8 RF meter	72.95	55.00	
Confina f1.2 RF	110.00	49.50	50.00
Confina P f2.8 RF	129.50	49.50	35.00
Graphic 35 f3.5 outfit	89.50	53.50	35.00
Kodak Bantam f3.9 RF	56.75	39.50	25.00
Kod Pony 828 f4.5 C*	29.50	16.50	10.00
Lordomat f2.8 RF	89.50	59.50	45.00
Retina IIIC f2.8 RF	190.00	115.95	85.00
Retina IIA f2.8 Xenon	69.95	55.00	
Kodak Signet f3.5	75.00	41.00	35.00
Minot IIIS outfit	139.70	78.95	55.00
Mercury II f2.8*	41.50	18.95	10.00
Robot Royal f1.9 Xenon	295.00	148.50	135.00
Robot II f2.8 Biotar	54.00	25.00	
Robot Star f1.9 Xenon	91.50	74.50	55.00
Voigt Prominent f2	220.00	124.95	90.00
Voigt Prominent f1.5	270.00	135.95	100.00
Voigt Vitae f2.8 RF	82.50	55.00	
Voigt Vito II f3.5*	23.95	15.00	

35MM STEREO CAMERAS

	New	Used	Trade-in
Kodak f3.5*	\$ 84.50	\$ 47.95	\$ 30.00
Realist f3.5	90.50	57.50	40.00
Revere f3.5 RF*	174.50	73.95	60.00
Stereo Realist f3.5 RF	159.00	64.50	55.00
Stereo Realist f2.8 RF	198.50	104.95	90.00

2 1/2 x 2 1/2 REFLEX CAMERAS

	New	Used	Trade-in
Ansco Reflex f3.5*	\$197.25	\$ 79.00	\$ 55.00
Ciroflex B f3.5*	75.00	33.95	20.00
Ciroflex D f3.5*	75.00	33.95	20.00
Ciroflex E f3.5/400*	99.50	49.95	30.00
Exakta 44 f2.8 Tessar	319.50	179.50	158.00
Graflex 22 f3.5 C*	74.50	44.00	35.00
Hasselblad/1000 f2.8	379.50	195.75	165.00
Itheflex IIA Auto f3.5	138.00	72.95	55.00
Ricoflex V f3.5*	29.95	18.50	12.00

Rolleicord III f3.5 Xenar	58.95	45.00
Rolleicord V f3.5 Xenar	134.55	86.95
Auto Rolleiflex f3.5 Tessar	86.95	40.00
Rolleiflex f3.5 Tessar*	107.50	80.00
Rolleiflex f3.5 Xenar	217.50	115.95
Rolleiflex f3.5 Tessar	232.50	125.95
Rolleiflex f3.5 Xenar	291.50	175.00

ROLL FILM CAMERAS

	New	Used	Trade-in
Kodak Chevron f3.5 RF	\$198.50	\$119.00	\$ 80.00
Medalist f1.3.5 Ektar	53.95	40.00	
Polaroid Highlander	69.95	38.50	30.00
Polaroid Land*	89.75	38.50	30.00
Polaroid Pathfinder f4.5	249.50	145.95	110.00
Super Ikonta BX f2.8 RF	163.00	79.00	40.00

PRESS CAMERAS

	New	Used	Trade-in
45 Ann. Graphic RF f4.7	89.50	65.00	
45 Linhof Super Tech	389.75	190.00	165.00
RF f4.5 MX	389.75	190.00	165.00
23 Speed Graphic f4.5	313.95	146.95	105.00

SLIDE PROJECTORS

	New	Used	Trade-in
Argus PB300 case	\$ 48.50	\$ 23.95	\$ 18.00
Argus 300W Auto case	66.50	43.50	30.00
Goldie Manumatic 300W*	56.50	24.50	18.00
Kodak Table Viewer 4s	36.95	15.00	
LaBelle 22 200W	69.00	46.50	35.00
LaBelle 55 500W*	79.50	44.95	30.00
LaBelle Director 300W*	59.50	39.50	30.00
Revere 555 500W* case	79.50	49.50	35.00
Revere 888 500W case	119.50	68.95	55.00
TDC Headliner 300W	49.99	21.50	15.00
TDC Mainliner 300W	59.50	30.50	25.00
TDC Model D 300W	67.50	31.50	20.00
TDC Duo 300W* 2 1/2"	67.50	33.95	25.00
TDC Stereo View 300W*	144.50	79.50	60.00

8MM CAMERAS

	New	Used	Trade-in
B&H 134V f2.5*	\$ 99.95	\$ 38.95	\$ 28.00
B&H 252 f2.3 Monterey	59.95	37.95	28.00
Bolax 88 f2.8 Yvar Tur	119.50	68.50	55.00
Bolax C8 f2.5	89.50	55.00	40.00
Bolax H8 Leader f1.9	259.50	142.95	115.00
Bolax 8mm Panciner f2.8	219.50	141.95	100.00
Cine Kodak Mag f1.9*	149.50	54.00	40.00
De Jur Fadematic f1.9*	149.50	92.95	45.00
Keystone Olympic f2.5	79.95	45.95	30.00
Revere 50 f2.8*	49.50	22.95	18.00
Revere 88 f2.5*	74.00	31.50	20.00
Revere 88 f2.5*	74.00	31.50	20.00
Revere 84 f1.9 Tur	147.50	83.95	45.00
Revere 44 f1.9 Mag. Tur	154.50	91.95	65.00
Revere 843 f2.8 Mag.	142.50	83.50	55.00
Zoomer 8 f2.8	199.00	139.00	100.00

8MM PROJECTORS

	New	Used	Trade-in
Ampro Futurist 750W	\$149.95	\$ 84.50	\$ 60.00
B&H 253 Monterey 500W	79.95	46.95	35.00
Bolax M-4 500W case	149.50	112.00	85.00
De Jur 1000W case	177.50	104.95	85.00
Keystone K109 750W	159.50	74.95	55.00
Kodak Brownie 300W	42.00	37.50	25.00
Revere 85D 500W	114.50	56.50	45.00
Revere 98 750W	125.00	65.50	55.00

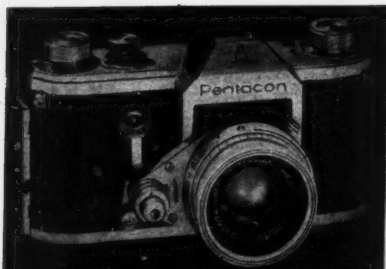
16MM CAMERAS

	New	Used	Trade-in
Arriflex 16 (3 lenses)	\$104.00	\$100.00	\$100.00
Bolax Stereo	397.00	84.00	60.00
B&H 200 f2.5 Mag*	174.95	100.00	80.00
Bolax H8 Leader (3 lenses)	399.45	227.50	175.00

Bolax Pan Cinor f2.8	349.50	169.00	125.00
Cine Kodak K100 f1.9	249.00	169.50	140.00
Kodak Royal Mag f1.9*	169.50	94.00	70.00
Keystone A12 f1.9 Tur	159.50	92.50	75.00
Keystone f2.5 Mag*	450.00	229.00	180.00
Pathe Super 16 Tur	450.00	229.00	180.00
Revere 16 f1.9 Mag*	87.00	60.00	40.00
Victor IV f1.9 Tur	99.00	60.00	40.00
Vistascope Outfit	125.00	79.00	65.00

16MM PROJECTORS

	New	Used	Trade
--	-----	------	-------



THE AUTOMATIC PENTACON

AUTOMATIC PENTACON WITH:

50-mm. f/2 fully automatic preset diaphragm Westagon \$259.50
50-mm f/1.5 preset diaphragm Angenieux S21 \$299.50

Here is the aristocrat of the automatic single-lens reflexes, the luxurious and impressive 35-mm Pentacon, superb product of German engineering. The Pentacon shows you the actual picture you are getting in the enlarged, film-size, eye-level prism viewfinder up to the instant of exposure to assure complete control of composition, image sharpness and depth of field. The image is erect with sides unreversed—a distinct advantage in sports and other fast action photography.

Some of the other outstanding Pentacon features are: coupled film transport and shutter cocking; speeds from 1 second to 1/1000th with a focal plane shutter, built-in synchronization for regular and electronic flash; built-in delayed action self-timer; interchangeability of lenses ranging in focal length from 28 to 1,000-mm; no parallax; available with a complete line of fully automatic and preset diaphragm lenses.

THE AUTOMATIC PRAKTIFLEX FX

AUTOMATIC PRAKTIFLEX FX WITH

50-mm., f/2.8 fully automatic IScO Westanar \$139.50
50-mm., f/2 fully automatic IScO Westagon \$179.50

The Automatic Praktiflex FX is the latest model of the camera that has made photographic history by bringing you the countless advantages of the 35-mm., single-lens, reflex system with the versatility, operating speed and ease of the fully automatic preset diaphragm lens at a very moderate price.

The Automatic Praktiflex FX gives you the exact picture you see on the viewfinder ground glass by means of through-the-lens focusing—no parallax, complete control of composition, sharpness and depth of field, an upright image on the ground glass. Other features include: interchangeability of lenses from 28 to 1,000 mm., including a complete line of fully automatic and preset diaphragm lenses; built-in synchronization for regular and electronic flash; speeds from 1/2 to 1/500th second with focal plane shutter, and coupled film transport and shutter cocking.



NEW PRODUCTS

(Continued from page 26)

from the film strip, it is the exact size to fit the Minox slide binder.

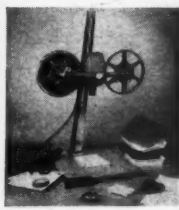
The Minox slide binding kit contains slide frames, metal masks and glass for making 50 complete 30 x 30mm slides which will fit the Minox slide projector. The metal masks feature an embossed "well" in which the cut-out transparencies are placed.

The new Minox slide safe provides dust-proof storage for 50 Minox slides. The slide safe measures 3 x 6 1/2 x 1 1/2 inches and features: clear plastic construction, foam rubber lining, 50 individually numbered slots for the slides.

Price, for the Minox transparency cutter, \$14.95; for the Minox slide binding kit, for 50 slides, \$8.50; for the Minox slide safe, \$2.25. For more information, write:

KLING PHOTO CORP.
235 FOURTH AVE., NEW YORK, N. Y.

Revere Cine Enlarger And Viewer



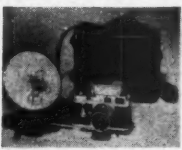
Designed to make 4 x 5 enlargements from 8- or 16mm movie frames (color or black-and-white film), the new Revere Model E-816 cine enlarger also doubles as a viewer for film editing. The unit comes with 8- and 16mm film adapt-

ers, features small hand cranks that quickly advance or rewind film, has a 30-watt projection lamp, single condenser, and a special holder underneath the lamphouse for color correcting filters if enlargements are being made on color print paper. Any normal focal length "C" or "D" mount lens may be used for enlarging or viewing.

Four plastic trays, borderless easel, easel tape, blotter book, sponge, safe-light and instructions are all included with the Model E-816. Price, complete, \$37.50. For more information, write:

REVERE CAMERA CO.
320 E. 21ST ST., CHICAGO 16, ILL.

Low-Cost Braun Electronic Flash



Designed for all cameras now synchronized for electronic flash, the German-made Braun Hobby Standard has several features of more expensive units. It operates

on any of three power sources: three flashlight (dry) batteries, 110- or 220-volt AC circuit, or a wet-pack battery. (A small charger is available which fits in the case, so the wet-pack battery can be recharged at home.)

A Kodachrome guide number of 35 is claimed for the Braun Hobby Standard. It also features a variable reflector so that the normal light beam angle of 50 degrees can be increased to 70 degrees by turning the reflector.

The Braun Hobby Standard comes in a compact black plastic case, curved to fit the hip, and measures 7 1/2 x 5 1/2 x 3 inches. Price, less batteries and appropriate connecting cord, \$55.50. For more information, write:

R. LIETZ, INC.
468 FOURTH AVE., NEW YORK 16, N. Y.

Da-Lite Screen Changes

Materials necessary for converting a Da-Lite Model C hanging screen to a floor stand model are now included with each Model C floor stand. To use, the

(Continued on page 32)

available now!

AT YOUR DEALER • A FABULOUS NEW BOOK

35mm Photography With a Praktiflex



An authoritative manual for Praktiflex Camera owners containing complete information for the use of each feature of the Praktiflex representing the practical experience of an internationally known photographer and author. There are chapters devoted to lenses, portraiture, nature studies, photographing flowers, sports, pictorial, aerial, copying, and microscope photography with the Praktiflex. Use of bellows, extensions, extension tubes, copying of letters, documents and stamps are clearly explained, and illustrated. Over 90 excellent photographs. 132 pp., cloth bound, 5 1/2 x 9". Price \$3.00. See it at your dealer. Brochure free on request.

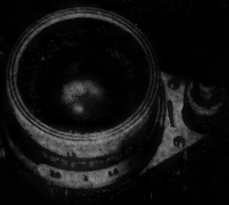
OVER 90 CONSTRUCTIVE ILLUSTRATIONS TO GUIDE YOU

AUTOMATIC WESTANAR

f/2.8, 50mm

Here is an excellent standard lens of high definition and quality. Renders gratifying results at professional caliber. Its 50mm focal length and f/2.8 speed make it suitable for general and specialized photography. The Westanar is a four-element lens with all qualities of a most modern objective.

Automatic Westanar f/2.8, 50mm lens is priced at... \$69.50



AUTOMATIC WESTAGON

f/2.0, 50mm

The Westagon is a fast lens for general action and dim-light photography. The product of the famous German factory, Isco-Bottlingen, it has a focal length of 50mm with a maximum aperture of f/2.0. This added speed may make the difference between getting a picture and losing it. The Westagon is a six-element lens of advanced, postwar design.

Automatic Westagon f/2.0 lens is priced at... \$110.00

FOR MORE INFORMATION, SEE YOUR DEALER OR, WRITE:

PRAKTICON CO., INC. 705 BRONX RIVER ROAD
BRONXVILLE 8, NEW YORK

Exclusive factory appointed representative in the U.S.A. for Sales and Service of Pentacon and Praktiflex Cameras

... AT BROADWAY CAMERA SHOP

REMEMBER IN 1955 • NOBODY ANYWHERE

AND ALL DURING 1956

NOBODY ANYWHERE
• WILL SELL FOR LESS
• WILL GIVE BIGGER ALLOWANCES
• WILL GIVE EASIER TERMS
• WILL GIVE FASTER SERVICE
• WILL MAKE MORE LASTING FRIENDSHIPS



TWIN LENS REFLEX 2 1/4x2 1/4 CAMERAS

VALUES TO \$109.50

ALL ONLY ONE PRICE **29.50**

Ciroflex D f3.5 Kodak Reflex 1A f3.5
Crystaflex f3.5 Ricoflex f3.5
Flexora f3.5 Voigtlander Brilliant
Viciaflex f3.5

NEW USED

Minolta Autocord f3.5 99.50 59.50
Hasselblad 1000F f2.8 379.50 109.50
Exakta 46 Tessar f2.8 319.50 175.50

ROLL FILM & FILM PACK CAMERAS

VALUES TO \$149

ALL ONLY ONE PRICE **39.50**



Super Ikonta C f4.5
Super Ikonta B
Bessa 86 Ioleto
Kodak Duo 620
Polaroid Mod 98
Voigtlander f4.5 9x12
Ihagee f4.5 Steinheil 2 1/4x3 1/4
Zeiss Ikon f4.5 Tessar 8x12



SAVE \$271.50

Like New 4x5 SPEED GRAPHIC OUTFIT!

Includes: • Camera • Kolarid Rfdr. • Flashgun • Film Pack Adapter • Case • Sunshade • Focal Plane Shutter • F4.7 Optar ALL FOR **144.50**
Reg. 395.90



STROBE VALUES! UP TO \$109.50!

Some New — Some Demonstrators ALL FULLY GUARANTEED ...

DeJure Blitz
F8 Reporter AC & Battery
Ultra Blitz Export
Sunlite Mod. 11
Graflex Strobflash
Lumax Thriftlite ALL **39.50**

REPEAT OFFER!

COMPLETE SELL-OUT LAST TIME!

The response was sensational! We have made another special purchase, and are stocked to the brim with merchandise! Telephoto and Wide Angle Lenses for All Cameras. Still and Movie Values to 99.50.

ALL BRAND NEW AND ALL ONE PRICE **\$16.50**



WITH LEATHER CASE!

Argus A2 Contaflex Perflex
Argus C—C2—C3—C4—21 Exakta Retina
Anso Speedex Special Edinex 1—Xenon f2 Revere
Anso Speedex Flash Bantam Retina 11A—Retinette
Anso Titan Keystone Vigilant
Bell & Howell Kodak 35 RF, w/o RF Rollei-flex—Rolleicord
Bolex C8, B8, H8 Kodak Pony 828—135 Graphie 35
Baldinette Kodak Signet Contina 1—2—11A
Bantam Special Kodak Tourist 14.5 Ikonta f3.5—f2.8
Bosay B—B2—C Leica Konica f2.8—f4.5
Cine f3.5—f2.8—F Mercury 11 Perflex f2.8—f4.5
Clarus Viteasa f2 Viteasa f2
Contessa f2.8 Praktica Wetti

Stereo—2 Lenses 32.50

Busch Verascope Revere Stereo
Iloca Stereo Stereo Realist



SAVE \$280.00!

Guaranteed 2 1/4x2 1/4 HASSELBLAD 1600!

W/Ektar f2.8 Ctd
Preset MX Synchron.

used **195.50**

135mm Ektar 285.00 180.00
60mm Zeiss Distagon 189.50 125.00
Add'l Magazines 27.50 Case 18.00



BROADWAY IS FAMOUS FOR SUPERB BOLEX VALUES!

Bolex H16

W/3 lenses in focusing mounts
• 25mm 1.9 coated
• 15mm 2.5 coated
• 75mm 1.8 coated

Reg. 419.50 Used **199.50**
Case 14.95



TRIPOD BUYS OF THE MONTH!

Star D Comet w/swing over tilt 22.50 15.95
Star D Conquest 19.95 13.95
Quick Set Selector Champ 22.50 19.95
Reflex Tripod Elevator 15.95 12.95

ATTN: BOLEX OWNERS!

We have a LIMITED SUPPLY of compartment cases for the Bolex B8, C8, L8 and Bolex C8 w/Pan-Cinor Lenses.

BRAND NEW **9.50**

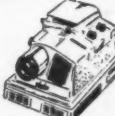


GENUINE LEATHER GADGET BAG!

Measures a roomy 8 1/2x10 1/2x4. Over 357 cubic inches of storage space. Made in Scotch Grain Leather, this bag will take all 35mm Reflex and Press Cameras up to 2 1/4x3 1/4.

Reg. 23.50 ONLY **8.95**

THIS OFFER FOR A LIMITED TIME



SLIDE PROJECTOR OWNERS!

Unbelievable Values in Magazines for Revere, TDC, Quick Set Selector, Viewlux and all Airquist Slide Changers! Reg. SALE
Revere 1.49 on 10 for 7.75
TDC 1.50 on 10 for 4.75
Airquist 2.25 on 10 for 15.50
Viewlux 1.50 on 10 for 4.75
Carrying Case for Above Holds 12 mags. reg. 14.95 value ONLY **6.95 BN**



SLIDE PROJECTOR SALE!

300W SVE Slide Projector 35mm 2x21

• Automatic • Airquist Slide Changer • Duplex Carrying Case and Screen • 5" Lens Reg. 69.95 **39.95**

35mm & 2 1/4x2 1/4 Slide Proj.

	New	Used
Argus 300 Auto	46.50	42.95
Revere 553	69.95	37.50
Revere 555	79.50	44.50
Revere 888	119.95	48.50
TDC Mod D	74.75	42.15
TDC Duo	67.50	38.50
TDC Project-O		
View	77.50	44.50
Kodaslide Mod 4X	49.50	21.50



THE MOST TERRIFIC DARKROOM OFFERS EVER MADE IN OUR ENTIRE HISTORY!

This is a complete array of everything needed for Developing, Printing and Enlarging. 18 Items in all!
• 3 Trays • 1 Safe-Lite • 1 Developing Tank • 1 Print Tongs • 50 Sheets 8x10 Paper • 1 Cutter • 1 Gal. Developer • 1 Gal. Hypo • 1 Funnel • 1 Graduate • 1 Film Clamps • 1 Squeegee • 1 Washer • 1 Darkroom Apron • 1 BRAND NEW SUNRAY ENLARGER "ZEMITH 38" WITH REG. **159.50** COMPLETE **99.50** Value ONLY

35mm CAMERAS & STEREO

	New	Used
Argus A2	14.95	
Argus C3		
Case & Flash	86.50	29.95
Argus C4	80.50	47.95
Case & Flash	86.50	29.95
Cine 35 f3.5	109.50	34.50
Clarus f2.8	74.95	
Contax 11 f2 Sonnar	345.00	142.50
Contax 11A f2	410.00	195.50
Sonnar	149.50	92.50
Contaflex 11 f2.8	139.50	92.50
Tessar M3	199.50	114.50
Bolex C f3.5	99.50	49.50
Baldinette f3.5	24.50	
Canon IV 35 f1.8	284.00	131.50
Serenar		
Kodak Retina 11C f2.8	139.50	99.50
Kodak Bantam f4.5	86.75	34.50
Kodak 35 f3.5 RF	86.75	33.50
Kodak 35 f4.5	86.00	37.50
Kodak Stereoc	84.50	44.50
Leica M3 f2	447.00	287.50
Summiron		
Nikon S2 f1.4	345.00	215.00
Nikon S f3.5 Tessar	120.00	
Minolta Mod 11 f2.8	159.50	79.50
Leica 111A f2		99.50
Summitar		
Biolar	302.00	289.50
Exakta Vx f2.8	375.00	199.50
Tessar Pre-Set	139.50	99.50
Revere Stereo f3.5	174.50	74.50
TDC Stereo	82.50	39.50
Viewmaster Stereo	89.50	43.50
Stereo Realist f3.5	159.50	79.50
Boliger f3.5	89.50	59.50
Vito 11 f3.5	84.50	24.00

broadway famous services

- Need Time to Pay ... Ask about our Easy Time Payment Plan
- 30 Day Absolute Money Back Guarantee
- 2 Year Unconditional Guarantee
- Trade may be used as a down payment

BROADWAY CAMERA SHOP

872 BROADWAY, NEW YORK 3, N.Y.

**NEW!
EXCLUSIVE!**

MARSHALL'S PHOTO-OIL COLOR

=Pencils=

Now you can color even
the finest details with
the greatest of ease!



Set of 18 beautiful
assorted colors complete
with instructions \$4.75

Yes, it's as easy as writing!
Now you can "pencil in"
highlights and shadows, eyes,
eyebrows, lips, flowers,
... even stripes in clothing!
This special formula photo-oil
color pencil is an exclusive
Marshall import from France.
Here's all you do: Following
simple directions, color your
drab black-and-white photos
with the famous Marshall's
Photo-Oil Colors. Then add
sharp detail in color with these
remarkable photo-oil color
pencils. It's a magic Marshall
combination to give your photos
that professional look... and
as a professional you turn your
spare-time into spare-dollars!

Set \$1.50 to
\$13.95 complete,
nothing else
to buy



MARSHALL'S PHOTO-OIL COLORS

the colors the professionals use

■ Send me your FREE booklet "Make Life More
Colorful with MARSHALL'S PHOTO-OIL
COLORS" FREE

- ☐ MARSHALL'S PHOTO-OIL COLORING GUIDE.
 - ☐ Special section on Heavy Oils.....\$.25
 - ☐ Four different 5x7 photos, just right for
coloring.....\$1.00
 - ☐ Our most popular set, THE ACADEMY.....\$5.40
 - ☐ For the Beginner—THE STUDENT SET.....\$2.95
 - ☐ Set of MARSHALL'S PHOTO-OIL PENCILS.....\$4.75
- ALL TAXES PREPAID—MONEY BACK GUARANTEE—
C.O.D.'s welcome

Name.....
(Please print plainly)

Address.....
City..... Zone..... State.....

Photo Departments Everywhere or Mail Directly to
J. G. MARSHALL Mfg. Co., Inc., 167 N. Ninth St.
MP-2 Brooklyn 11, New York

NEW PRODUCTS

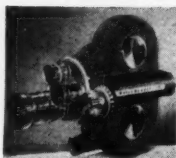
(Continued from page 30)

screen is turned upside down. Fittings
supplied stiffen the top (formerly the
bottom) and permit mounting the
screen on the stand. When desired, the
screen can be reconverted to use as a
hanging model.

In addition, all Model B screens up
to 70 x 70 inches will be equipped with
extra rings for hanging the screen as
well as two round head wood screws.
For more information, write:

DA-LITE SCREEN CO., INC.
2711-23 N. PULASKI RD., CHICAGO, ILL.

Bell & Howell 70-DR



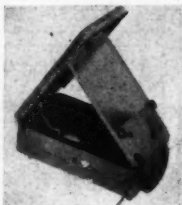
Greater operating
convenience
and improved styl-
ing are claimed
for the Bell &
Howell 70-DR
16mm motion pic-
ture camera. It is
the latest addition
to the line of Bell
& Howell model 70
movie cameras and features a coupled
viewfinder and lens turret. When rotat-
ing the lens turret, each corresponding
viewfinder objective is simultaneously
positioned (by means of large-toothed
gears), thus eliminating the possibility
of the user forgetting to rotate the
viewfinder when changing lenses.

Similar to preceding models, the
70-DR has seven speeds, a 22-ft. film
run, three lens turret, 100 ft. film
capacity, forward-reverse hand crank,
lenses ranging from 10mm to 6 in. focal
length.

Prices, with the following 1-inch
lenses: f/2.5 Comat lens, \$361.50; f/1.9
lens, \$385.50; f/1.4 Ivolet lens, \$474.50;
f/0.95 Angenieux lens, \$508.95. For more
information, write:

BELL & HOWELL CO.
7100 MCCORMICK RD., CHICAGO 45, ILL.

COC Projection Table Viewer



Portability and
group viewing are
featured in the
new COC Projection
Table Viewer.
It folds flat into
an all-steel, wrin-
kle-finish carry-
ing case, opens to
provide a 6 x 6
inch Plexiglass
composition
screen. The
screen, illumin-

ated edge-to-edge, is claimed to permit
a group of people to view it from all
sides without distortion in picture
clarity.

Accepting all 2 x 2 mounts, the viewer
also features: automatic slide changer
that holds and restacks up to 36 slides,
fingertip focusing knob, on-off switch,
50-watt projection lamp. Operation is
110-volt, AC-DC. Price, \$34.50. For more
information, write:

CAMERA OPTICS CORP.
101 W. 47TH ST., NEW YORK, N. Y.

Remote Control Unit for Slides

You can operate your slide projector
from across the room with Airequipt's
new remote control unit, for most (but
not all) projectors taking the Air-
equipt Automatic slide changer for
2 x 2 slides.

In addition, if you're using a tape
recorder which has provision for tape-
film synchronization, you can connect
the remote control unit and your tape
will operate the projector. Price of re-
mote control unit only (with 15-foot

(Continued on page 34)

OUTSTANDING VALUES

DEVELOPING SERVICE AVAILABLE

100' 16mm B&W	\$1.25
8mm 25' double	.60
ANSCO COLOR 100' 16mm	2.00
ANSCO COLOR 8mm 25' double	1.00

MOVIE FILM

Size	B&W	Color
8mm 25' dbl. roll	\$1.15	\$2.25
8mm 25' dbl. mag.	1.75	3.00
16mm 100' roll	2.75	5.95
16mm 50' magazine	1.90	3.50

Processing included—
With purchase of 6 rolls B & W of any size—ONE FREE

35mm COLOR FILM

Available in ANSCO TUNGSTEN 35mm x 100'.....\$22.00
AERO EKTACHROME—DAYLIGHT SPEED—100 ASA
20 exp. rolls, including proc.

\$1.50 (3 for \$5.25)

20 exp. rolls INDOOR ANSCO COLOR

\$1.00 (3 for \$2.75)

AERO EKTACHROME CHEMICALS—1½ gal.....\$2.95

Bulk MOVIE FILM 8mm or 16mm

1500' (30 50' rolls)	\$11.50 16mm
50' rolls .45 8mm & 16mm 100' rolls .90 8mm & 16mm	
1350' (25' rolls)	\$9.95 16mm
400' rolls \$3.60 8mm & 16mm	
(this is a fine grain)	
PANCHROMATIC REVERSAL FILM	
Processing not included	

35mm BLACK & WHITE BULK

ANSCO FINOPAN \$1.25 (Weston 24) Kodak
Super X or Double X.....\$1.40

ROLL FILM

#127, 120, 620, 116, 616	
Black & White 10 for.....	\$1.95
120 & 620 color.....	75¢ a roll
35mm 20 exp. B&W.....	25¢
35mm 36 exp. B&W.....	49¢
AERO EKTACHROME #120 and #620	
Weston 40.....	3 for \$2.85
35mm 36 exp. TRI X.....	50¢ a roll.
Minimum order 4 rolls	

ACCESSORIES

FILM DRIERS—good for paper and films—
only \$1.50

CHEMICAL KITS—D88, one gallon size—good
for reversal or straight B&W processing—for
paper & film. In powder form.....\$1.25

(Include postage)

8mm 200 ft. reels—3 for.....	1.00
8mm 200 ft. cans—3 for.....	1.00
16mm 400 ft. reels—3 for.....	1.00
16mm 400 ft. cans—4 for.....	1.00
100' 16mm camera spools.....	.25
16mm empty magazines.....	.75
8mm empty magazines.....	.75

MOVIE FILM SPECIAL

100' 8mm double \$1.79
Packed on 4 Camera spools 25' each

PHOTOGRAPHIC CONTACT PAPER

Eastman Kodak SW Semi-matte—Contrast #4
100 sheets per box.....\$2.50

COLOR CARTOONS

Fairy tales and well known characters

—available in 8mm and 16mm.

50 ft. 8mm.....	\$ 3.00
200 ft. ".....	7.50
100 ft. 16mm.....	5.00
400 ft. ".....	20.00

CARTOONS, COMEDIES—Silent—\$7.50 per reel
approx. 400' reel. Sound—\$10.00

FEATURES—Sound—\$12.50 per reel—approx. 400'
SEND FOR NEW CATALOG

16mm SOUND FEATURES AND SHORTS, CARTOONS & COMEDIES

Religious Films and Old Time Masterpieces such as—
COVERED WAGON, LOST WORLD, DANCING MOTH-
ERS (with Clara Bow)—also 16mm 100' and 8mm 50'
Subjects—such as—MUTT & JEFF, WALT DISNEY,
TOM MIX, JOE E. BROWN, WALT DISNEY, OUR GANG.
\$1.50 for 100' as well as the 8mm 50'. If you buy
6 subjects of either size, you get one free.
Charlie Chaplin Comedies available in silent and
sound—50 different titles \$18.00 Sound, \$10.00 Silent.
(Write for catalog on features)

INVENTORY SALE

16mm Silent Cartoons approx. 400'.....\$6.00
16mm Sound Cartoons approx. 400'.....\$8.00
Take advantage of this limited offer now.

Include postage with all orders

CINEPIX, INC., 243 West 55 St., N. Y. 19, N. Y.



A NEW EXPERIENCE...

WHAT IS VISTASCOPE?

1. WIDE SCREEN — 8mm, 16mm, MOVIES — 35mm COLOR SLIDES ...

The amazing Vistascope Lens, and your own camera put genuine wide screen pictures in your home. The Vistascope Lens records all the grandeur of Natural Vision, indoors and outdoors, recreating your own natural vision.

2. AUDIENCE PARTICIPATION—"You Are There"

The basic secret of Vistascope's 3 Dimension is that instead of one focal length your lens utilizes two focal lengths—one for width, the other for height. This unique principle permits you to achieve a single sharp picture without glasses. Vistascope's illusion of third dimension is as nature intended without glasses, without distortion.

3. SAVES 50% OF YOUR FILM COSTS.

Because of Vistascope's wide screen and increased angle of view you save 50% of your film cost. You tell the whole story easily and simply and in far less shots. Now one shot does the work of two shots previously. Panning is almost eliminated.

HOW TO USE VISTASCOPE!

Like professional wide-screen anamorphic lenses Vistascope is used over your camera lens when taking your pictures and over your projector lens when showing.

YOU PURCHASE ONLY ONE LENS.

- Fits all 8mm movie cameras and projectors.
- Fits all 16mm movie cameras and projectors.
- Fits all 35mm cameras with lenses of more than 65mm focal length.
- Fits all 35mm slide projectors.
- Use your camera and projector as you would normally.
- Use standard film, process it in the usual way.
- Vistascope requires no special focusing.

Just focus as you would normally.



On your camera

On your movie or slide projectors

For 8mm movie cameras and projectors — \$75.00

For 16mm movie cameras, 35mm* color slide cameras and projectors (also fits reflex cameras having 35mm adapters) — \$125.00

For unit compatible with Cinemascope — fits 8mm, 16mm, 35mm still — 100% increase — \$150.00

*Having 65mm and longer focal lengths.



NORMAL LENS



VISTASCOPE LENS
(like the human eye)



WIDE ANGLE
(notice reduction and distortion)

Sold only at Authorized Vistascope Dealers
ASK FOR FREE WEEK-END TRIAL

© 1956

J. L. GALEF & SON, INC. • 85 Chambers Street, New York 7, N. Y.

J. L. GALEF & SON, INC. DEPT. M2
85 Chambers Street, New York 7, New York

Please send me Vistascope booklet and name of my nearest dealer.

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

GOSSSEN®

OFFERS YOU A CONVENIENT

'Clip-On'

EXPOSURE METER

for only \$24.95

with Leather Case



Sixti

for INCIDENT
and REFLECTED
LIGHT

Choice of miniature and stereo camera users, the Sixti is a miniature meter that clips onto any camera with an accessory shoe.

Offers you the convenience of a built-in exposure meter. Yet, it can be used hand-held and it takes up no space at all in pocket or bag.

The Sixti reads Incident and Reflected light and is great for color and black-and-white.

OTHER GOSSSEN METERS:

Sixtomat x3.

—the Tri-purpose meter that also indicates Color Temperature

\$29.95

DUAL Sixton

—the popular all-around meter

\$17.50

at your Photo Dealer or write to:

KLING PHOTO CORP.

257 Fourth Ave. • New York 10, N. Y.

NEW PRODUCTS

(Continued from page 32)

control cord), \$29.95; Airequip's Automatic slide changer, \$14.95. For more information and a free booklet describing the complete Airequip system for showing and storing 2 x 2 slides, write: AIREQUIP MANUFACTURING CO., INC. 20 JONES ST., NEW ROCHELLE, N. Y.

New Tiffen Slip-On Filters



Four new Tiffen Slip-On Filters are designed especially for simple cameras. They are the light yellow filter, a +1 diopter closeup attachment for portraits with color or black-and-white film; a Slip-On Filter for use with Kodacolor, Type A Film when shooting outdoors; and a filter to be used with Ektachrome, Type F Film, when photographing outdoors. Mounted in a gray-anodized Duralum, each filter is available in three sizes for Kodak's Hawkeye, Holiday, Pony, Duaflex and Bull's Eye cameras, as well as the Argus 75 and other similar cameras. Price of each filter, \$1.95. For more information and a free catalogue on Tiffen's line of more than 2,300 filters and lens accessories, write: TIFFEN MARKETING CO.

71 JANE ST., ROSLYN HEIGHTS, L. I., N. Y.

Voigtlander Vito Ila



New features on the Voigtlander Vito Ila (a 35mm bellows-type folding camera) are a pull-up rewind knob, rapid film advance and built-in accessory shoe.

The camera has a Voigtlander Color-Skopar f/3.5 lens and SVS shutter with speeds from 1 sec. to 1/300, and self-timer. The Vito Ila also features: direct view optical finder; coupled film transport, exposure counter and double-exposure prevention; built-in sync; zone focusing; cable release socket; depth of field indicator. It is made in Western Germany. Price, \$54.50. For more information, write: WILLOUGHBY

110 W. 31ST ST., NEW YORK 1, N. Y.

Super Quick-Set Tripods



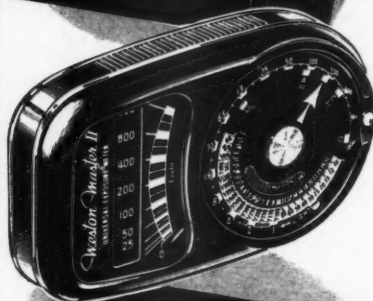
Three basic elevating tripods, plus the Gear-A-Pan (for hand-crank panning) and Table Top (which replaces the pan-head for supporting a projector), are included in the new Super Quick-Set line of tripods and accessories.

The Champ II tripod, with three-section legs, extends to 71½ in., telescopes to 26 in., weighs 4½ lbs. The Husky II (shown with a Gear-A-Pan), has three-section legs, extends to 76 in., telescopes to 28½ in., weighs 6½ lbs. The Hi-Boy II, with four section legs, extends to 94½ in., telescopes to 29 in., weighs 7½ lbs.

The tripods feature a three-way pan-head control (pan and tilt can be locked separately or together). There is also a Quick Lock connecting system which (by means of a post and socket design that is tightened by a set-screw), per-

(Continued on page 38)

MASTER
of
them
all!



WESTON
MASTER II
exposure
meter

The Master's leadership remains unchallenged, because it's the truly universal meter for advanced workers. Light measurements made by the preferred, and accurate, reflected brightness method; although incident light readings are also available with the Invercone. Has double light scales... over 45% greater length... to assure easy, accurate readings. All shutter speeds and lens markings are on the exposure dial which also is clearly marked to give you complete control of negative density as well as color values. See the MASTER at your local camera store.

WESTON
exposure meters

The Meters Most Photographers Use

Phone: Bowling Green 9-1537

WALL ST. EXCH.

80 WALL ST.
CAMERA EXCHANGE

"TRADE-IN" SPECIALISTS



NEW OUTFITS at 60% Savings!

Your Present EQUIPMENT

WALL'S FULL VALUE TRADE-IN ALLOWANCE

= Your LOWEST PRICE ON LATEST EQUIPMENT!!

HERE ARE A FEW MORE LOW COST TRADES

Exakta VX	\$49.50	your Exakta V
Exakta VX	\$4.50	your Exakta I or II
Exakta VX	\$6.00	your Exakta III
Exakta VX	\$2.50	your Leica IIIF
Exakta VX	\$5.00	your Contax II or III
Exakta VX	\$2.50	your Contax IIA
Exakta VX	\$5.00	your Contax D
Exakta VX	\$5.00	your Praktiflex FX
1955 Exa MX	\$7.50	your Argus C3
1955 Exa MX	\$9.50	your Argus C4
1955 Exa MX	\$9.50	your Kodak 35 RP
1955 Exa MX	\$2.50	your Bolsey B2
1955 Exa MX	\$7.50	your Kodak Signet
Praktiflex FX	\$8.50	your Praktiflex
Leica IIIF	\$9.00	your Leica IIIC
IIIF Self	\$9.50	your IIIF Red Dial
Timer	\$9.50	your Contax IIA
Contax IIA	\$9.50	your Rolleicord IV
Rolleicord V	\$9.50	your Rolleiflex MX
Contax IIA	\$19.50	your Viteksa MX
Minox IIIA	\$9.50	your Minox III
Revere R88	\$9.50	your Revere 444
Revere 555	\$4.50	your Revere 444
Revere 555	\$3.50	your Revere 444
Retina IIIC	\$8.50	your Viteksa MX
Retina IIIC	\$9.50	your Nikon S, f2
Retina IIIC	\$6.50	your Leica IIIF, f2
Retina IIIC	\$9.50	your Contessa MX
Retina IIIC	\$9.50	your Prominent, f1.5
Retina IIIC	\$9.50	your Contax II, f2
Nikon S-2	\$14.50	your Retina IIA
Nikon S-2	\$12.50	your Viteksa MX
Nikon S-2	\$17.50	your Prominent
Nikon S-2	\$14.50	your Contessa
Nikon S-2	\$17.50	your Contax
Nikon S-2	\$9.50	your Leica IIIF
Nikon S-2	\$9.50	your Contax IIA
Nikon S-2	\$17.50	your Rolleiflex MX
f1.4 Nikkor	\$8.50	your f1.5 Sonnar
f1.4 Nikkor	\$7.50	your f2 Nikkor
Contaflex I	\$9.50	your Contessa
Contaflex I	\$9.50	your Retina IIA
Contaflex I	\$7.50	your Argus C4
Contaflex I	\$8.50	your Argus C3
Contaflex II	\$9.50	your Contaflex P-S
Auto. Biotar	\$7.50	your 2.8 Tessar P-S
Auto. Westlar	\$17.50	your 2.8 Tessar P-S
Auto. Westlar	\$3.50	your 3.5 Tessar

SAVE-A-BUCK DEPT.

Used	Like new	Demonstrators
Telescope	Amn. for Lens	
Nikon S, f2 ctd. Sonnar		\$118.50
Nikon S-2, f1.4 ctd. Nikkor		\$149.50
Exakta VX, f2 ctd. Sonnar		\$142.50
Exakta VX, f2.8 Auto. Westlar		\$109.50
Exakta V, f1.9 Primoplan		\$99.50
Exakta II, f2 ctd. Xenon		\$99.50
Exakta, f3.5 lens		\$195.50
Leica IIIF, f2 ctd. Summicron		\$118.50
Leica IIIF, f2 ctd. Summicron		\$79.50
Leica IIIF, f3.5 ctd. Elmar		\$32.00
Argus C3, case, flash		\$127.50
Contaflex I, f2.8 Tessar		\$149.50
Contaflex IIA, f2 ctd. Sonnar		\$118.50
Contax III, f1.5 ctd. Sonnar		\$99.50
Exa MX, f2.9 ctd. lens		\$89.50
Retina IIA, f2 ctd. Xenon		\$77.50
Mamiyaflex Auto, f3.5 ctd. lens		\$128.50
Rolleiflex MX, f3.5 ctd. Xenon		\$24.50
Rolleicord V, f3.5 Xenar		\$44.50
Rolleiflex 35mm Adapter		\$79.50
Revere 888 Automatic Projector		\$62.50
Macro Kilar "D" Lens		\$19.50
Bolsey B2, f3.2 ctd. lens		\$32.50
Bolsey B22, f3.2 ctd. lens		\$78.50
Kodak Pony, f4.5 ctd. lens		\$99.50
2 1/4x3 1/4 Speed Graphic, f3.7 lens		\$138.50
Canon II, f2 ctd. Serenar		\$112.50
Prominent, f1.5 ctd. Nokton		\$49.50
Prominent, f2 ctd. Nokton		\$144.50
Retina II, f2 Xenon		\$119.50
Royal Royal, f1.9 ctd. Xenon		\$99.50
Polaroid "88"		\$148.50
Minolta Autocord, f3.5		
Rollei H-16 De Luxe, 3 Lenses		
4x5 Crown Graphic, 4.5 Optar-MX		

LENSES FOR LEICA, CONTAX, NIKON, CANON	
21mm f4.5 Biotar	\$159.50
25mm f4 ctd. Nikkor	\$109.50
28mm f3.5 Serenar (for Contax)	\$85.50
35mm 2.8 Serenar	\$65.50
35mm f3.5 Summaron	\$99.50
35mm f2.8 Steinheil	\$89.50
35mm f2 Serenar	\$99.50
35mm f2 Sonnar	\$91.50
35mm f2 Sonnar	\$99.50
50mm f1.5 Summarex	\$149.50
50mm f4 ctd. Elmar	\$79.50
100mm f4 Serenar	\$79.50
135mm f3.5 Serenar	\$79.50

LENSES FOR EXAKTA, PRAKTIFLEX, PENTAXON, ETC.	
35mm f2.5 Angenieux	\$37.50
50mm f2.8 Auto. Westlar	\$39.50
75mm f1.5 Zeiss Biotar	\$99.50
85mm f2.8 Zeiss Prent Tessar	\$67.50
85mm f2.8 Steinheil	\$42.50
135mm f4.5 Steinheil	\$48.50
135mm f2.5 Colinar pre-set	\$43.50
135mm f2.5 Picon pre-set	\$44.50
135mm f2.5 Travagion Automatic	\$32.50
135mm f4.5 Xenar	\$42.50
180mm f2.5 Picon pre-set	\$79.50

All lenses ctd.; used; like new; demonstrator.

*Full value at Wall means you will receive unbelievably high allowances on your present equipment. That is why it costs far less to buy all your NEW merchandise at "Wall St."

ALL-NEW FLASH MODEL 1956 Automatic EXAKTA VX



A Single flash post—no more confusing four holes • Internally improved shutter • Body lock, prevents accidental double exposures even with Penta prism • New Exposure Counter with External Gear • Standardized Rewind Button, etc.

48.50 PLUS your old EXAKTA VX* (BODY FOR BODY)



NEW 1956 RETINA IIIC

• Interchangeable Lenses • New Light Value Scale • Self Timer • Fully Synchronized • Rapid Wind Film Lever • Light Meter

\$79.50 Plus your old Retina IIA

NEW CONTAX IIIA & IIA 1956

• Fully MX Flash Synchronized • Takes all bulbs & strobe • Standard Flash Posts—needs no special cords.

69.50 old IIA for New IIA* (BODY FOR BODY)

NEW 1956 AUTOMATIC ROLLEIFLEX

• New Light Value System • Automatic Exposure Selection • Extra Large Focusing Knob • Intentional Double Exposure Device.

\$66.00 old Rolleiflex MX

NEW ROLLEICORD V \$49.50 Plus your old Rolleicord IV

JUST OUT NEW 1956 ROLLEI 2.8D



NEW 1956 LEICA M3

• Rapid Film Transport • Single Window View-Rangefinder • Life size image • Self Timer • Bayonet Lens Mount

\$119.50 PLUS YOUR OLD LEICA IIIF SELF TIMER (BODY FOR BODY)



NEW 1956 HASSELBLAD 1000F

With f2.8 Pre-set Tessar Lens.

\$188.50 • Interchangeable Film Magazine • Interchangeable Lenses • Speeds 1-1/1000 sec. • MX Synch. • Self Timer • Brilliant Focusing



NEW 1956 NIKON S-2

• Rapid Film Transport • 1-1/1000 sec. • Synch for strobe & bulbs • Single Window Range & Viewfinder • Luminous focusing • Life size finder

69.50 plus your CONTAX IIA or LEICA IIIF 108.50 plus NIKON 91 ALL CAMERA TRADE-INS ACCEPTED



NEW 1956 FULLY AUTOMATIC 58mm 12 AUTOMATIC BIOTAR LENS

Converts your camera to full AUTOMATIC OPERATION!

\$64.50 and your Pre-set Biotar

EXAKTA VX OUTFIT (Disc)

BRAND NEW \$524.20

NOW \$258.50



- Brand New Exakta VX
- F2 Pre-set Biotar Lens
- Penta Prism Finder (Image)
- Split-image Rangefinder Insert
- Extra Ground Glass Insert
- 100mm f4.5 Exakta Co. Telephoto Lens
- Exakta Extension Tube Set for Close-Ups
- Exakta B.C. Flashgun • Leather Case

Latest 1956 Exakta VX instead of Disc. Model...Add \$29.50

BRAND NEW 1956 EXA MX OUTFIT

Reg. 282.15 NOW 117.50



- New 1956 EXA MX
- F3.5 Zeiss Tessar Lens
- Penta Prism Finder
- Split-image Rangefinder Insert
- Extra Ground Glass Insert
- 100mm f4.5 Exa Telephoto Lens
- Exa Extension Tube set for Close-Ups
- Exa B.C. Flashgun • Leather Case

A WALL'S GUARANTEE SPECIAL



BRAND NEW 1956 AUTOMATIC PENTACON OUTFIT

Regular \$463.20 NOW 179.50

- 1956 Automatic Pentax
- 50mm f2 Automatic Westlar Lens
- Prismatic Viewfinder
- Strobe & Bulb Synchronization
- 100mm f4.5 Pentax Telephoto Lens
- Pentax Extension Tube Set for Close-Ups
- Pentax B.C. Flashgun • Leather Case

A WALL'S GUARANTEE SPECIAL



BRAND NEW 1956 AUTOMATIC PRAKTIFLEX OUTFIT

Reg. 317.20 FX OUTFIT 148.50

- Brand New 1956 Automatic Praktiflex FX
- 50mm f2.8 Automatic Westlar Lens
- Extra Prism Finder
- 100mm f4.5 Praktiflex Telephoto Lens
- Praktiflex Extension Tube Set for Close-Ups
- Leather Case • BC Flashgun

A WALL'S GUARANTEE SPECIAL



ELECTRONIC FLASHGUN

4 Flashes for 1c

- Weighs only 2 1/2 lbs.
- Uses 4 flashlight batteries
- Good for 10,000 Flashes

regular 54.50 NOW \$36.50



AMERICAN OPTICAL SIXTOMAT X3

35mm Slide Proj. Value \$75.00 regular 29.95 USED 14.50



300 Watt Blower Cooled

The finest you can buy! Complete-CASE & AUTOMATIC slide changer



"SHOP AND SWAP CAMERA CENTER"

WALL ST. CAMERA EXCH. 80 Wall St., New York 5M, N.Y. Dept. M-26

Phone: Bowling Green 9-1537

□ I WANT TO BUY. Rush best offer on.

□ I want to trade.* Rush best offer for my

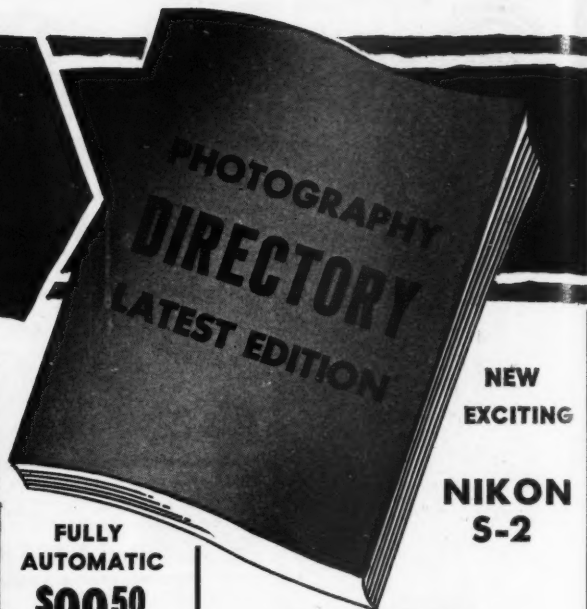
Name _____ Address _____

City/Town _____ State _____

□ Send Copy of Wall St. Cam. News Free!

*All our merchandise fully guaranteed 1 year, 10 day return privilege.

FREE!

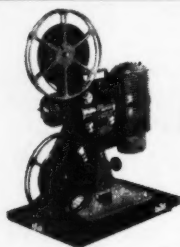


NEW
EXCITING
NIKON S-2



EXPOSURE METERS

BRAND NEW DEM. MODELS
BEWI AUTOMAT, reg. 29.50 \$19.25
G. E. D. W. 68, reg. 24.50 18.25
G. E. PR-1, reg. 32.50 23.75
NORWOOD DIR, reg. 32.95 23.95
NORWOOD M3, reg. 16.95 12.75
SIXTOMAT X-3, reg. 29.95 19.25
WESTON MASTER II, reg. 29.95 22.95
SEKONIC with case & chain 7.50



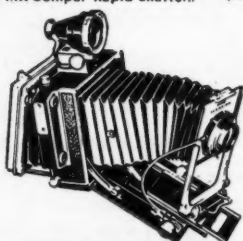
Your
PICTURES
**78%
BIGGER**
with
Keystone 8mm
Magnascope
projectors

Magnascope K100, reverse, case \$99.50
Magnascope K95M, reverse, case 124.50
Magnascope K109M, splicer, viewer 159.50
8mm CAMERAS
Keystone Capri F:1.9 \$59.50
Keystone Olympic F:2.5 79.95
Keystone Bel Air, Mag. F:2.5 89.50

Linhof

SUPER TECHNIKA 23

With 105 m/m Xenar f:3.5 Lens in
Synchro MX Compur Rapid Shutter.. **\$399.70**



SUPER TECHNIKA 45

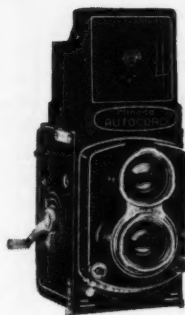
With 127 m/m Press-Xenar f4.7 in
Synchro MX Compur Rapid..... **\$394.70**

LINHOFF-Tested Lenses

for Model 23
45 m/m Angulon f:5.8 w.a. \$64.95
105 m/m Xenotar f:2.8 169.50
105 m/m Tessar f:3.5 93.00
180 m/m Tele-Xenar f:5.5 99.50

for Model 45
90 m/m Angulon f:5.8 w.a. \$74.95
150 m/m Xenar f:4.5 89.95
150 m/m Convertible Symmar f:5.6 129.50
150 m/m Xenotar f:2.8 299.50
240 m/m Telomar f:5.5 122.50
270 m/m Tele-Xenar f:5.5 149.95
360 m/m Tele-Xenar f:5.5 189.95

Trade-UP to a LINHOF



FULLY
AUTOMATIC
\$99.50
List Price

COMPARE THE MINOLTA AUTOCORD

to other cameras costing
more than twice the price!

- Fully automatic-crank advances film, counts exposure, sets shutter
- Helical focusing lever—with range from 3 feet to infinity
- Rokkor 75mm F:3.5, 4-element coated, color corrected lens
- Optiper MX Precision shutter, synchronized at all speeds from 1-1/400
- Takes 12 pictures, 2 1/2 x 3 4 on 120 roll film
- Built-in self-timer



- Life-Size Rangefinder/Viewfinder
- Rapid, Single-Stroke Film Transport
- High Speed Film Rewind
- Positive Flash-Synch Selector
- ... and Loads of other Features

with 50 m/m NIKKOR F:2 **\$299.50**
with 50 m/m NIKKOR F:1.4 **345.00**

Just a Few Left — BRAND NEW
NIKON S **\$18800**
With Nikkor F:1.4 lens.....

COMPARE THE FR ELECTRONIC FLASH

—It's fully portable and includes built-in AC operation



BRAND
NEW
\$54.95
incl.
batteries

- Lightweight—2 lbs.
- Operates on 4 photoflash batteries
- Perfect for color slides
- Professional Light output

NIKKOR Lenses

in Nikon, Canon, Contax
and Leica Mounts



25mm F:4 Ultra Wide Angle \$169.50
28mm F:3.5 Extreme Wide Angle 149.50
35mm F:2.5 Wide Angle 139.50
35mm F:3.5 Wide Angle 89.50
50mm F:1.4 Standard for Nikon and Contax.. 169.50
50mm F:1.4 Standard for Leica and Canon.. 189.50
85mm F:2 Long Focus 175.00
85mm F:1.5 Long Focus 299.50
105mm F:2.5 Telephoto 152.50
135mm F:3.5 Telephoto 135.00
250mm F:4 in Reflex Housing 324.00

OLDEN

1265 BROADWAY, N. Y. C.



ELEVATOR TRIPOD
3 section, pan-head
geared center post **\$1295**
BRAND NEW
With Lift-up center post..... \$9.95

THE MOST COMPLETE HANDBOOK OF PHOTOGRAPHY

FREE at OLDEN

YOURS WITH ANY ITEM ADVERTISED—OVER 1000 ILLUSTRATIONS

8mm MOVIE CAMERAS & PROJECTORS

NEW	USED
B & H 220, 10mm F:2.5	49.95
B & H Companion F:2.5	89.95
B & H 134 TA, Tri-lens F:2.5	139.95
B & H Mag. 172-B F:1.9	164.95
Cine Kodak Model 25, F:2.7	21.50
Cine Kodak Mag. F:1.9	149.50
Cine Kodak Brownie F:2.7	37.50
DeJure Pademarle, Mag. F:2.3	127.50
Revere 88, F:2.5	74.50
Revere Mag. F:2.5	112.50
Revere 80, F:2.5	97.00
Revere 84, Turret, F:2.5	122.50
Vistascope 8mm	75.00
Wollensak 23, Mag. 3 lenses	239.50
B & H 253 'Monterey' 500W	79.95
B & H 'Regent' 500W, case	159.95
DeJure 150, case	159.50
Keystone K 100 latent, case	99.50
Keystone K 109, splicer, case	159.50
Kodak Brownie, case	62.00
Revere 85, 500W	114.50

16mm MOVIE CAMERAS & PROJECTORS

B & H Autoloid, Mag. F:2.5	174.95
B & H 70D, Turret, F:1.9	118.00
B & H 70DL, Turret, F:1.9	385.50
B & H 70DL, F:1.9, latent	385.50
Cine Kodak Mag. F:1.9	54.95
Cine Kodak Model 'K' F:1.9	52.00
Cine Kodak K100, F:1.9	169.50
Cine Kodak Royal, F:1.9	129.50
Keystone K50 Mag. F:2.5	39.50
Manfield F:2.5, 100'	91.00
Pathé Super 16, F:1.9	182.50
Revere Mag. 16, F:1.9	111.00
Victor III, F:2.5, 100'	278.00
Victor IV, Turret F:3.5 lenses	125.00
Vistascope 16mm	299.85
B & H Diplomat 750W case	159.50
Keystone K161, splicer, case	240.00
Kodascope Royal, 1000W	160.00
Revere 48, 750W	450.00
B.C.A. Jr. sound prod.	520.00
Victor Model 40, Sound	449.95
B & H 285C, Sound	719.50
B & H 282C, magnetic sound	444.00

SAVE \$127.50! RECTAFLEX, Latest, Xenon F:2 ctd., reg. \$299.50, BRAND NEW \$172.00

LEICA, CONTAX, NIKON, CANON LENSES

21mm Biogon F:4.5 W.A. 90°	249.00
25mm Nikkor F:4 W.A.	169.50
35mm Angenieux F:2.5 W.A. f. Leica	99.50
35mm Elmar F:3.5 W.A.	45.50
35mm Summaron F:3.5 W.A.	96.00
35mm Nikkor F:3.5 W.A.	97.50
35mm Biogon F:2.8 W.A.	67.00
50mm Nikkor F:1.4	199.50
50mm Summarit F:2	81.50
55mm Canon F:1.5 ctd.	238.00
55mm Zeiss Sonnar F:2	229.00
55mm Nikkor F:2	175.00
55mm Summarit F:1.5	360.00
90mm Elmar F:4, Chrome	90.00
105mm Elmar F:6.3 cpid.	28.00
135mm Hektor F:4.5	135.00
135mm Zeiss Sonnar F:4	146.00
135mm Nikkor F:3.5	135.00
204mm Telyt F:4.5 W. Refl. hsg.	258.50
400mm Telyt F:5	450.00

SLIDE PROJECTORS

Argus PB300, case	48.50
Argus PB300, autom. case	66.50
AO 300W autom. case	59.50
AO 500W autom. case	74.50
Brumberger 200W, autom. case	34.95
Brumberger 2 1/2 x 2 1/4 & 35 300W	39.95
LaBelle 55, autom. 500W	79.50
Revere 444, 300W, case	69.50
Revere 888, 500W autom. case	119.50
TDC 'Headliner' 300W, Selec.	49.99
TDC deluxe 'D' 300W, Selec.	67.50
TDC Duo, 2 1/2 x 2 1/4 & 35 300W	67.50
TDC Stereo Project-or-View	149.50
Viewlex Project-O-Matic	59.95

35mm CAMERAS & STEREO

Argus C3, case and flash	66.50
Argus C4 F:2.8 Rfdr.	84.45
Canon, IVS-2 F:1.8 Rfdr.	295.00
Contaflex II, F:2.8 Meter	199.50
Contax II, Sonnar F:2	74.50
Contax III, Sonnar F:2	99.00
Contax IIIA, Sonnar F:2	336.00
Contax IIIB, Sonnar F:1.5	412.00
Graphic 35, case, flash	85.50
Kodak Flash Bantam, F:4.5	56.00
Kodak Bantam Special, F:2	129.50
Kodak Pony F:4.5 synch.	29.75
Kodak Signet, Ektar F:3.5 Rfdr.	75.00
Kodak Retina IIA, F:2 Rfdr.	127.50
Kodak Retina IIC, F:2.8 MX	139.00
Kodak Retina IIIC F:2 Exp. Met.	190.00
Leica IIA, F:2 Rfdr.	78.50
Leica IIIC, F:2, Rfdr.	78.50
Leica IIIF, Elmar F:3.5	237.00
Leica IIIF, Summicron F:2	336.00
Leica M3, camera only	288.00
Minicord, Reflex, F:2	145.00
Minox III, F:3.5 ctd.	119.00
Revere Stereo, F:3.5, synch.	174.50
Ricoh 35, case & flash	59.50
Robot Royal, F:1.9 Rfdr.	295.00
Robot 'Star' F:2.8 'MX' synch.	89.00
Stereo Realist, F:3.5 Rfdr.	139.00
TDC Stereo Project-or-view	149.50
Voigtlander Prominent F:1.5	270.00
Voigtlander Vitessa II, F:2.8	139.50
Voigtlander Vito IIA F:3.5	54.50
Zeiss Super, Rfdr.	79.50
Wiggin Super D, Biotar F:2	249.50

REFLEX & ROLLFILM CAMERAS

Exakta 66, Tess F:2.8	319.50
Flexaret Auto IIIA F:3.5	99.50
Graflex H.R.B. 2x3, F:4.5	99.50
Graflex Super D 3x4, autom.	298.50
Hasselblad 1000F, F:2.8	379.50
Kodak Chevron, F:3.5 Rfdr.	198.50
Kodak Medalist Ektar F:3.5	53.50
Kodak Medalist II, Ektar F:3.5	109.50
Mamiya flex Auto, F:3.5 ctd.	68.00
Master Reflex, F:3.5 ctd.	185.00
Minolta Autocord F:3.5	99.50
Minolta 150, F:4.5 synch.	258.00
Ricohflex F:3.5 ctd.	29.95
Rolleiford IV, Xenar F:3.5	134.35
Rolleiford V, Xenar F:3.5 MX	134.35
Rolleiflex Auto, Xenar F:3.5	96.95
Rolleiflex Auto, Xenar F:3.5	96.95
Rolleiflex Standard, Tess. F:3.5	99.00
Super Ikonta A, Tess 2.8	139.00
Super Ikonta BX, Tess 2.8	163.00
Super Ikonta C, Tess 3.5	114.00
Voigtlander Bessa II, Heliar 3.5	164.50

Leica Gold Plated Tie Clasp by Hickok \$1.98
\$2.95 Value Special. In handsome Gift box.

GRAPHIC-LINHO
4x5 Crown F:4.7 Rfdr., brand new. Ann. Speed With Rfdr. Flash
\$163.00
2 1/4 x 3 1/4 F:4.5 Lens. \$1.95
3 1/4 x 4 1/4 F:4.7 Lens. \$3.75
4x5 F:4.7 Lens. \$9.50
Pacemaker Crown 23, F:4.5. \$119.50
Pacemaker Speed 45, F:4.7. \$169.50
4x5 B & J view camera, new. \$46.50
Linhof 23, 3 lenses. \$112.50
Linhof 45, F:4.5. \$198.00
5" Xenon F:2, barrel. \$4.00
3x3 Graflex magazine. \$9.50
3x4 and 5x7 Graflex magazine. \$2.50

IKOFLEX IIA
SAVE \$99.00
\$77.00
Zeiss Tessar 3.5 ctd. sync. Discontinued Model.
Reg. \$176.00. **BRAND NEW**

SAVE \$24.55
BOLSEY B THREESOME
with case and flash **\$29.95**
BRAND NEW \$49.75

CONTAFLEX
TESSAR F:2.8, SYNCHRO Automatic Diaphragm
WITH TELEPHOTO LENS USED **\$11750**

AUTO ROLLEIFLEX
LATEST MX MODEL
LIKE NEW
with Xenar F:3.5 ctd. **\$138.50**
with Tessar F:3.5 ctd. **\$148.50**
with Xenotar F:2.8 ctd. **\$184.50**

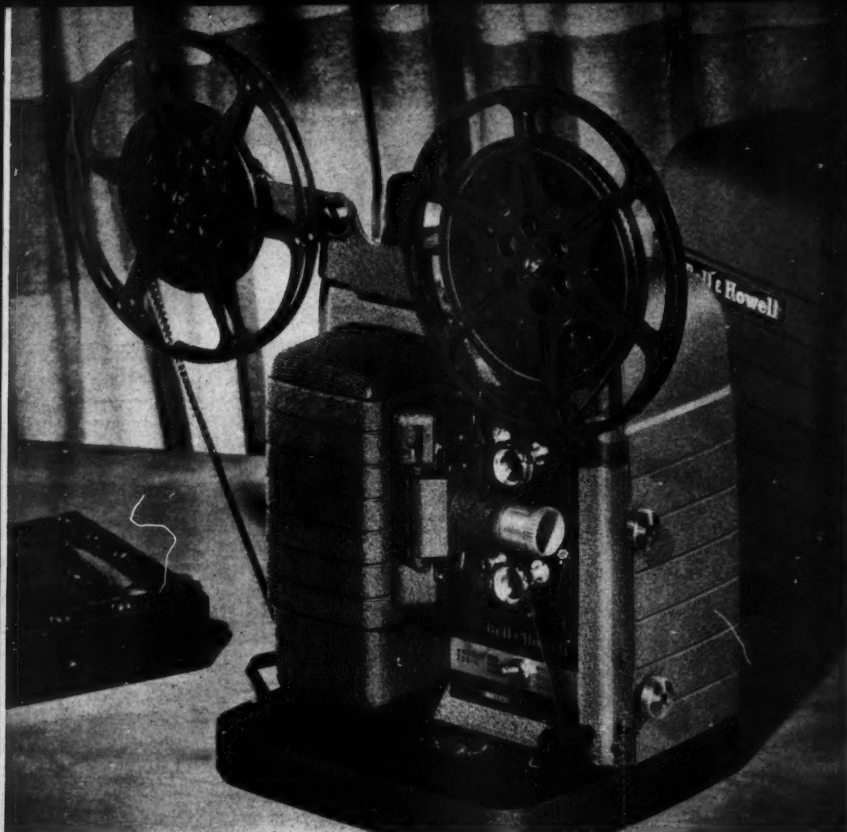
BOLEX
H-16 Leader, F:1.9 ctd. \$146.00
H-16 Deluxe, F:1.9 ctd. \$189.00
H-8 Leader, F:1.9 ctd. \$142.00
Bolex C8, F:2.5 \$6.75
B-8 2-lens Turret F:2.8 \$6.75
All used, in perfect condition

BOLEX STEREO OUTFIT, used. \$86.00
PRAKTICA FX
Tessar F:2.8 pre-set Reg. \$159.00. **\$74.95**
BRAND NEW! FREE! German Flashgun

for quick service
call collect
Murray Hill 4-4285

OLDEN CAMERA & LENS CO.
1265 BROADWAY at 32nd STREET NEW YORK 1, N.Y.
ALL CAMERAS SHIPPED 10-DAY MONEY BACK GUARANTEE

I am interested in _____
I wish to trade the following _____ PLEASE MAIL FREE QUOTATION
NAME _____
ADDRESS _____ CITY _____ STATE _____



NEW PRODUCTS

(Continued from page 34)

mits installing the Gear-A-Pan, or removing the panhead to install the Table Top.

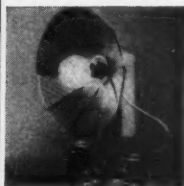
The Gear-A-Pan, which operates by a crank and worm gear drive, is designed for smooth panning at any speed desired. For storage, the crank is collapsible.

By removing the panhead and attaching the 5-ply, maple finished Table Top, the Super Quick-Set tripod can be converted to a projector table whose supporting surface measures 12 x 16 x 3/4 in.

Prices of the Super Quick-Set line are: Champ II, \$32.50; Husky II, \$47.50; Hi-Boy II, \$53; Gear-A-Pan, \$7.50; Table Top, \$5. Carrying case for the Champ II is priced at \$5.50; for the Husky II and Hi-Boy II, \$7. For more information, write:

QUICK-SET, INC.
8121 N. CENTRAL AVE., SKOKIE, ILL.

Alpex Folding BC Flashgun



A reflector consisting of leaves that fold flat for carrying purposes is featured on the new Alpex folding BC flashgun. There's a built-in test lamp for checking flash lamp and circuit, a button contact for open flash,

built-in ejector, and a foot for slipping into the camera shoe.

Made of durable plastic, the housing is finished in white. The unit has an ASA adapter and a cord with standard household plug on one end and PC outlet on the other. Price complete with pigskin case (including battery), \$9.95.

For more information, write:
INTERSTATE PHOTO SUPPLY CORP.
17 WEST 17TH ST., NEW YORK, N. Y.

New FR Electronic Flash



A redesigned, portable (2 1/2 lb.) electronic flash unit, the Model II, operates on either four "D" size batteries or on a standard AC line (this feature distinguishes it from the Model I). For extensive indoor work or fast recycling, especially if the unit has not been used in several months, simply plug it into any AC circuit. Price, \$54.95. Owners of the Model I units can have their units adapted for AC by sending the unit and \$5 to The FR Corp. For more information, write:

THE FR CORP.
951 BROOK AVE., NEW YORK 51, N. Y.

Conversion For Speed Graphics

A two-wire conversion for new Pace-maker Speed Graphics allows the photographer to hold the camera and release the shutter with his left hand, so the right hand is free to hold an electronic flash unit for flash-off-the-camera shots.

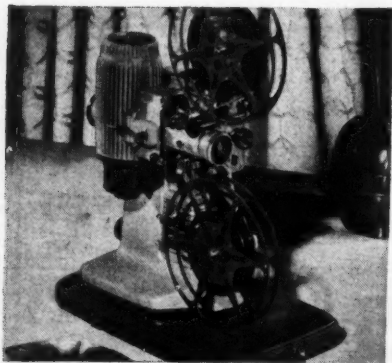
Available on special order, the new conversion permits firing of the solenoid shutter release by batteries in the camera's rangefinder. Normally these batteries power the Rangelite which projects two beams of light for focusing in poor lighting. When the two beams converge the camera is in focus.

The conversion is installed by factory technicians. According to the manufacturer, two photoflash-type penlite battery cells will fire the solenoid approximately 400-500 times in normal use if the Rangelite bulb is removed—about

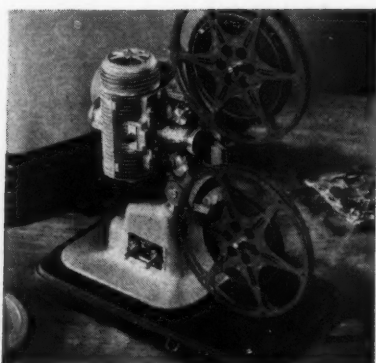
Wise choice! The Monterey, so easy to run, projects brightest movies...\$79⁹⁵

If you want first-class 8mm projection at a budget price, see the Bell & Howell Monterey! Operation is so simple that, before long, you can thread and rewind film in semi-

darkness. Its 500-watt lamp fills the screen with a brilliant, clear picture. Yet the famous Monterey, in its all-metal case, now costs you only \$79.95. Write for full details.



THE 273 STATESMAN combines features "most wanted" in 16mm projectors—brilliant 750-watt projection, easy operation, reverse and "stills." With carrying case, \$199.95.



THE 122 REGENT outshines all other 8mm projectors, regardless of lamp wattage. All gear drive—even in reel arms. Still picture clutch. With carrying case, \$179.95.

Finer products through
IMAGINATION

Bell & Howell

7154 MCCORMICK RD.
CHICAGO 45, ILL.

200-300 times when the bulb is retained. Price of conversion, \$15. For more information, write:

GRAFLEX, INC.
154 CLARISSA ST., ROCHESTER 8, N. Y.

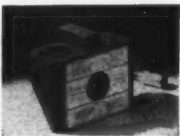
Lenses For Alpa 35mm Camera



The Alpa 35mm single-lens reflex camera, made in Switzerland, now comes equipped with one of several new lenses. They are: the Makro-Kilar 40mm, $f/3.5$ which permits focusing from infinity to two inches with Model D and to four inches with Model E; and the Kern Switar 50mm, $f/1.8$ Apochromat. The 7-element Kern Switar, which stops to $f/22$, has a completely automatic diaphragm which closes to the pre-selected stop as shutter button is released and reopens automatically thereafter. The automatic mechanism may be disconnected or limited for determining the exact depth of field at small stops.

Price of Alpa 4 (straight reflex) with Model E Makro-Kilar lens, \$244; with Model D, \$269; with Kern Switar lens, \$349. Alpa 5 (prism reflex) with Model E Makro-Kilar lens, \$314; with Model D (shown), \$339; with Kern Switar lens, \$419. Alpa 7 (prism reflex plus rangefinder) with Model E Makro-Kilar, \$354; with Model D, \$379; with Kern Switar, \$459. For additional information, write: KARL HEITZ, INC.
480 LEXINGTON AVE., NEW YORK 17, N. Y.

AnSCO Synchroflash Tester



Quick and easy testing of flash equipment—with the new AnSCO Synchroflash Tester—is now available to the amateur. The photographer will be

able to check the operation of his equipment and trace the cause of performance failures should they occur. The tester performs four important functions: tests shutter synchronization, tests flash circuits, tests flashlamps, tests batteries and BC cartridges. Simple instructions for each testing operation are clearly given on the front plate of the AnSCO testing device. It measures $2 \times 3 \times 4$ in. and is claimed to fit easily into any gadget bag. Price, \$7.50. For more information, write:

ANSCO
BINGHAMTON, N. Y.

New Kodak Data Book

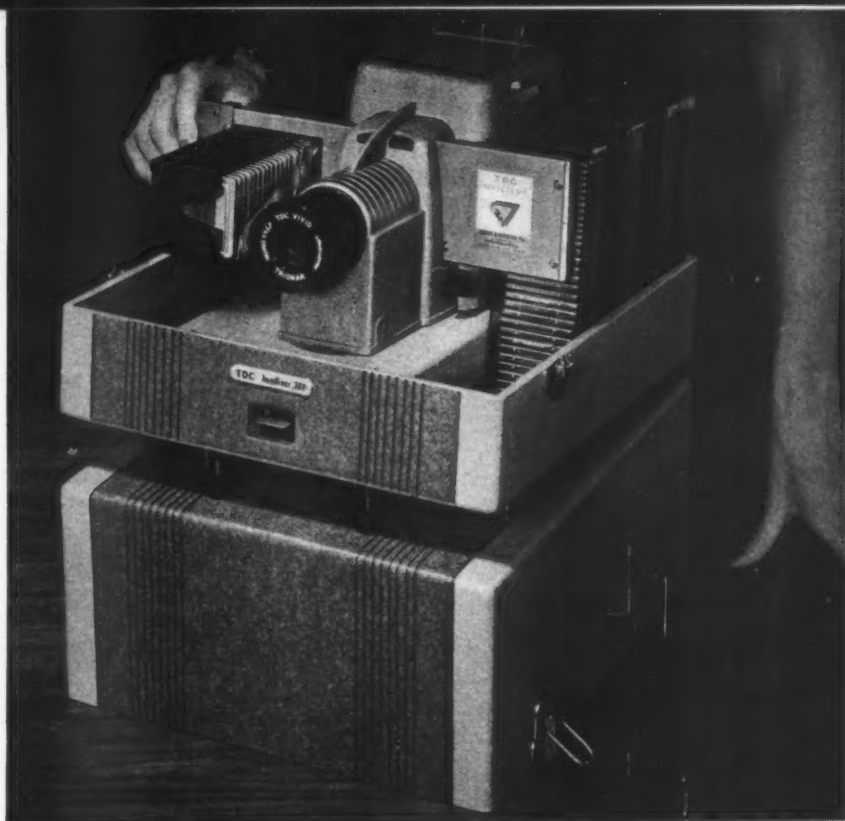
To help photographers carry out the necessary steps in transforming flat copy and photographs to a film strip or slide sequence, Kodak has issued a new Data Book. Titled *Photographic Production of Slides and Film Strips*, the book begins with an outline of procedures recommended, with page references to more detailed descriptions of techniques which follow. A second section is devoted to a discussion of master prints, photographing flat copy, making black-and-white positives, preparing color transparencies, making duplicate transparencies, and addition of titles.

Data sheets for films and plates used in the processes are provided. There is

(Continued on page 40)



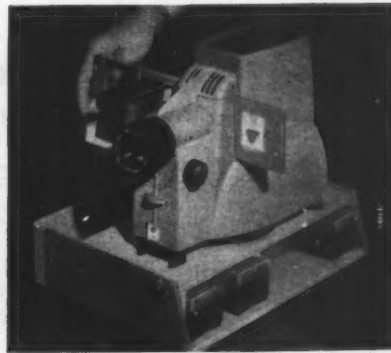
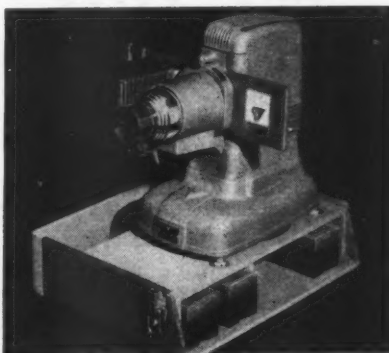
FEBRUARY, 1956



Smart buy! TDC Headliner is a treat for you... and your slides, too. \$54⁵⁰

Think of the projector features you want most. Add a low price. That's the new TDC Headliner 303! Smooth, easy operation keeps finger marks off your slides. Just load

tray into changer and advance slides by the turn of a knob. Bright, sharp 300-watt projection. Base of handsome case stores 180 slides. All for \$54.50! Send for free booklet.



New Airflow-Case Models with Exclusive Wind Tunnel Cooling

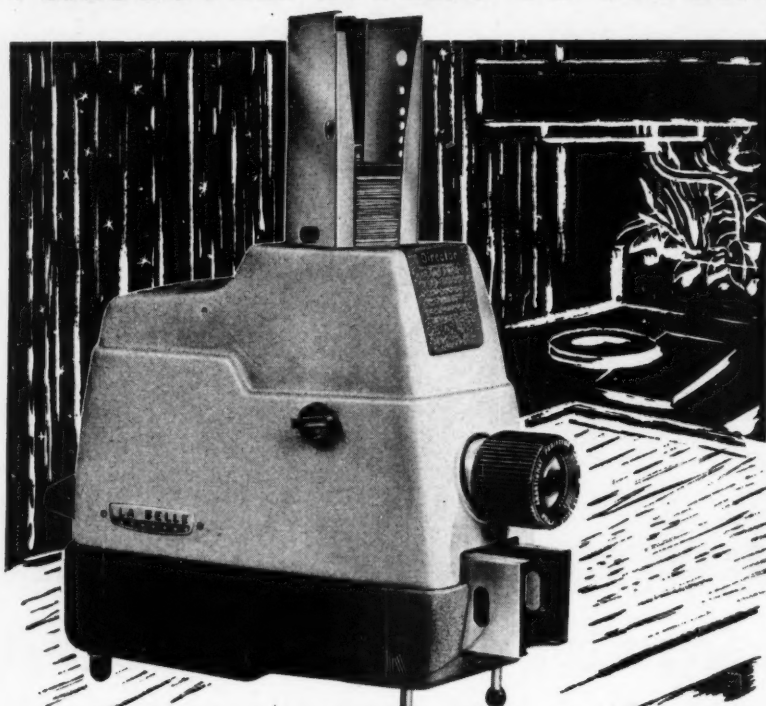
TDC DELUXE MODEL D's Wind Tunnel Cooling ends focus adjustment between slides. High-speed air travel through cooling channel prevents film "popping." \$74.75.

TDC STREAMLINER 500 is mounted in self-contained Airflow case. Wind Tunnel Cooling brings extra cooling to its 500-watt lamp, optics and your valuable slides. \$79.75.

TDC DIVISION OF **Bell & Howell**

7184 MCCORMICK RD.
CHICAGO 48, ILL.

NO OTHER AUTOMATIC SLIDE PROJECTOR OFFERS SO MUCH!



La Belle DIRECTOR "300" - only \$59.50

plus F.E.T.

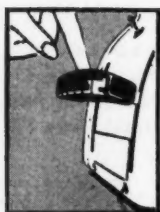
Newest 35mm touch system automatic slide projector...

No other projector is easier to use! Feeds, projects, changes and restacks your slides in proper sequence with just a touch!

No other projector costs less to operate! Every La Belle projector—from \$49.50 to \$154.95—can hold up to 150 slides in a single magazine. That means two things: 1 . . . La Belle will cost you as much as 50% less to run; 2 . . . You'll enjoy automatic full-hour shows without handling a single slide!

No other projector offers so much quality! Touch system changer . . . blower-cooling . . . 5" coated and color-corrected f/3.5 lens . . . 300-watt lamp . . . and it's less than 7½ pounds complete!

See it at your dealer!



FREE BOOKLET!

"How to Show
Your Slides
Without Losing
Your Friends."
No obligation.

LA BELLE SALES CORPORATION
Oconomowoc, Wis., Dept. M.P. 2
Please send me my free booklet!

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

NEW PRODUCTS

(Continued from page 39)

also a listing of some of the companies which supply equipment useful for slide and film strip production, such as cameras and accessories, printers and processing equipment. Price of Data Book, 50 cents. For more information, write: EASTMAN KODAK CO. ROCHESTER 4, N. Y.

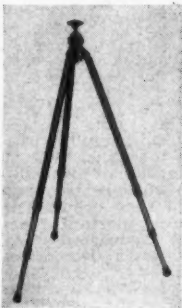
Bo-Dix Photo Lamp Shades



Personalized lampshades—from your own negatives, prints, or color slides—come equipped with adapters to fit any table, wall or bridge lamp. The shades are fashioned from black-and-white enlargements which are treated to give a translucent, parchment-like appearance. Price, for black-and-white style (shown), \$6.95; for hand-oil-colored shades, \$9.95. For additional information and descriptive literature showing other Bo-Dix lamp shades, write:

THE BO-DIX CO.
7119 CLYDE AVE., CHICAGO 49, ILL.

New Hollywood Tripod



The latest addition to the Hollywood line of tripods is the three-section Pyramid with Ball Swivel Head. This head features Radialoc which has one control for all camera angles, and permits instant 90-degree change from horizontal to vertical camera frame. Of lightweight, tubular construction, the locking legs are brown, the head, hammer-toned tan. Price of full-size Pyramid tripod (illustrated) which closes to 22 inches, \$9.95.

Two other Pyramid tripod models are also available. One has an 11-inch Extendable unit (extension post) which extends the Ball Swivel Head on the tripod, and features single control for locking at any desired point. Price of this Pyramid tripod with Pyramid Extendable and Ball Swivel Head, \$13.95. The other model also features the Extendable but has in addition a Pan Tilt Head which permits 360-degree panning and full 180-degree vertical tilt arc. Price of Pyramid tripod with Pyramid Extendable and Pan Tilt Head, \$15.95. For more information, write:

PAGLIUSO ENGINEERING CO.
113 W. HARVARD ST., GLENDALE 4, CALIF.

Radiant Color and Stereo Screen

The new 1956 "Colormaster" is an entirely redesigned and improved screen for color and stereo projection. It features a new design case said to provide maximum strength and stability. An all metal roller and automatic safety roller lock provide instant tensioning of the screen fabric, for flat, smooth projection surface. Effortless opening in setting up the screen is said to be provided by a new automatic leg lock. The "Colormaster" has a silver

(Continued on page 128)

INVENTORY SALE!

CALL US Collect

AT ALL THREE UNITED STORES

FOR IMMEDIATE
SERVICE ON YOUR ORDER
DIGBY 9-4614

ATTENTION SLIDE PROJECTOR OWNERS



- A United Super Buy Value.
- Made of $\frac{1}{2}$ Kiln dry 5/16" Lumber Warp proof—
- Handsomely finished in Two Tone Brown Leatherette
- Brass Coated Hardware
- All portable with carrying handles.

FOR AIRQUIPT MAGAZINES

Model	CASE ONLY COMPLETE WITH
ATC 12	4 Holds 6 4.29 12 25.95
ATC 24	8 Holds 12 8.29 24 47.95
RST 12	4 Holds 6 4.29 12 25.95
RST 24	8 Holds 12 8.29 24 47.95
RST 12	12 Holds 18 12.29 36 63.95
RST 24	24 Holds 36 24.29 72 127.95
RST 12	12 Holds 18 12.29 36 63.95
RST 24	24 Holds 36 24.29 72 127.95

SPECIAL SALE 1955 CAMERA MODELS

LATEST USED CAMERA MODELS FULLY GUARANTEED FOR TWO YEARS

35mm CAMERAS

New	USED
66.50 Argus C3, Case & Flash	57.50
59.50 Argus C4, Case & Flash	59.50
79.50 Bolex Jubilee, Case & Flash	49.50
89.50 Graphic 35 f3.5, Case & Flash	63.50
75.00 Kodak Signet, f3.5 Ekstar	44.00
336.00 Leica IIIf, f2 Summicron	179.50
374.00 Contax IIA, f1.5 Sonnar	164.50
289.00 Nikon 2, f2 Nikkor	169.00
85.00 Exa, f2.8 lens	44.50
239.50 Exakta Vx f2.8 auto. Xenon	147.00
341.70 Exakta Vx f1.9 auto. Xenon	194.00
168.00 Contaflex Model 1 f2.8 Tessar	84.00
199.50 Contaflex Model 2 f2.8 Tessar	129.00

35mm STEREO CAMERAS

125.00 Iloca Stereo II, f3.5 lens	49.50
174.50 Revere 33, f3.5 lens	89.50
99.90 TDC Colorite, f3.5 lens	49.50
84.50 Kodak Stereo Camera, f3.5 lens	49.50

2 1/4 x 2 1/4" REFLEX CAMERAS

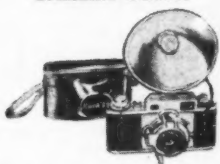
63.00 Graflex 22, f2.8 lens	47.00
478.00 Hasselblad, f2.8 Ekstar	269.00
Model 1600	269.00
126.00 Iloflex Model 2A, f2.8 Tessar	72.95
149.50 Rolleicord V, f3.5 lens w/case	89.50
234.50 Auto-Rolleiflex, f3.5 Xenar	124.50
249.50 Auto-Rolleiflex, f3.5 Tessar	149.50
309.50 Auto-Rolleiflex, f2.8 C Model	189.50

Our MADISON AVE. BRANCH Authorized BOLEX Sales & Service

We have one of the world's largest stocks of NEW AND USED BOLEX EQUIPMENT on hand for immediate delivery. Our BOLEX REPAIR DEPT. is staffed by specially trained servicemen, always ready to serve you.

WE BUY-SELL-TRADE
Address all inquiries to
United Camera Exchange, Inc.
265 Madison Ave., New York 16
Send For Free Copy of Our Catalog of Bargains! All Prices F.O.B. New York City

Ricoh "35" CAMERA OUTFIT



Here's a Real Trigger Action Precision-Engineer rapid-sequence camera that shoots standard 35mm pictures that will rival the most expensive 35mm.

- SPLIT-SECOND TRIGGER MOVEMENT COCKS THE SHUTTER AND TRANSPORTS FILM SIMULTANEOUSLY.
- ONE HAND SHOOTS THE OTHER WINDS NO ANKWARD FINGER SHIFTING.
- 45mm f3.5 Color-Corrected coated lens.
- F. X. SYNCHRONIZED SHUTTER WITH SPEEDS TO 1/200th sec & B.
- SINGLE WINDOW RANGE AND VIEW FINDER for a BIG VIEWING AND FOCUSING IMAGE.
- THE CASE IS A LUXURIOUS LEATHER WITH DIE-CAST ALUMINUM TRIMMING. It is definitely a camera for the person who gets around.

COMPLETE OUTFIT—CAMERA, FLASHGUN, DE LUXE LEATHER CASE

\$44.50 A \$100 VALUE

SUPER RICOHREFLEX

2 1/4" x 2 1/4" REFLEX
Plus 35mm Adaptability
A two-in-one feature
found only in very ex-
pensive cameras.

- OTHER OUTSTANDING FEATURES:
- 80mm Color-corrected, ctd f3.5 matched lenses.
- FX Shutter with speeds to 1/200th sec. and B.
- Full size focusing with depth of field scale or eye-level finder.

• Built-in wide angle magnifier for critical focusing.

A \$75.00 VALUE!

With Leather Carrying Case
and Auto-Stop attach. for
automatic film advance

\$29.95

8MM CAMERAS • SAVE 40%

A few of our "Super Buys" in USED

Bolex B8 f2.8 Year	\$ 79.50
Bolex M8 Leader f1.9	149.00
Bolex L8 f2.8 Year	49.00
Kodak Brownie f2.7	22.50
Kodak Browie f1.9	32.00
Cine Kodak Magazine f1.9	82.50
De Jur Citation f2.5	39.50
De Jur Embassy f2.5 Mag	89.50
De Jur Fadomatic f1.9	99.00
Keystone K-25 Capri f2.5	32.50
Keystone K-32 Olympic f2.5	46.50
Keystone K-35 Olympic Tur f1.9	77.50
Keystone Bel Air f2.5 Mag	32.00
Keystone Riviera f1.9 Mag Tur	92.50
Revere 50 f2.8	24.00
Revere 80 f2.5	46.50
Revere 84 f1.9 Tur	84.00
Revere 40 f2.5 Mag	35.50
Revere 44 f1.9 Mag Tur	94.50
Revere B61 f1.9 Mag	81.50
Revere B63 f2.8 Mag Tur	84.00

DARKROOM AIDS USED ENLARGERS IN STOCK

SAVINGS TO 50%
ALL GUARANTEED

Reg.	SALE SPECIAL
54.95 Federal 35mm Enlarger w/Lens	\$37.50
43.95 Federal 2 1/4" x 3 1/4" Enlarger #269 w/Lens	30.95
57.95 Federal Enlarger #269	39.50
51.95 Federal Enlarger #270, cond. w/Lens	35.95
75.95 Federal #311 Enlarger w/Lens	32.95
119.95 Federal #450 Enlarger 4x5 w/Lens	83.95
172.50 DeJor Professional 4x5 w/Lens	99.50
69.50 DeJor Koolite II 2 1/4 x 3 1/4	69.50
143.25 DeJor Model I 2 1/4 x 3 1/4 w/Lens & Colorhead attachment	84.50
99.50 Federal 315, 2 1/4 x 3 1/4 w/Lens	49.50
86.50 Sealar 5x7 Enlarger less lens	49.50

ACCESSORIES FOR THE DARKROOM

4.95 Premier Twin Print Roller 8"	3.69
3.95 Premier Twin Print Roller 12"	5.39
32.00 Premier 15" Metal Trimmer	24.95
2.95 Yankee Roll Film Tank adjustable	2.29
10.95 Yankee Leadmat 20 Tank	8.25
2.50 Yankee 4x5 Utility Tanks	1.99
7.95 Yankee 4x5 Agitank Cut film	6.29
1.70 Yankee (3) 5x7 Tri Color Trays	1.34
3.50 Yankee (3) 8x10 "	3.19
2.95 Yankee Safe Lite w/Yellow Filter	2.29
8.07 Airquipt 4 Way Fixed Easel	5.89
17.06 Airquipt Diamometer Easel 11x14 Adjustable	12.95
14.34 Airquipt Photostat Printer 4x5 Adjustable	10.49
10.77 Airquipt Twin Print Printer 4x5	7.79
1.75 9x11 1/2" Blotter Book	1.25
2.00 25 sh. 12x15 Blotting Paper	1.39
22.00 Brumberger 5x7 All Metal Printer	15.95
5.95 Brumberger 5x7 Safe Lite OA	4.39
10.95 Brumberger 8x10 Paper Safe	7.95
19.95 Brumberger 11x14 Paper Safe	13.95
2.25 Feden Focus Rite Enlarging Aid	1.79
8.95 Feden No. 100 Dryer 11x15	6.59
21.95 Gra Lab #165 Darkroom Timer	16.49
22.95 Gra Lab #166 Luminous Timer	17.25
18.00 Premier 11x14 Twin Dryer-Chrome	12.95
49.95 Premier 12 Roto Dryer 24x28"	34.50
27.50 Premier A1 Roto Dryer 12x29"	19.25
6.85 Premier 10" Trimmer w/ Guide	4.95
5.95 Premier 12 1/2" " "	6.49
17.00 Premier 12" Deckled Trimmer with Guide	12.25
7.25 Precise 11x14 Economy Easel	6.69
2.95 Mid Writon VUE-2x2 Battery	5.49
12.50 Statemaster 3" Brush	9.69
12.50 SpotoMatic Enlarging Meter	9.45
6.70 Nikon 35mm Tank	5.19
7.65 Nikon 20-620 Tank	6.09
3.50 Wille Dodger	2.79
2.25 Wille Vignetter	1.95

SLIDE VIEWERS

24.95 Airquipt 2x2 viewer w/ Airquipt Changer Electric Model	18.75
6.50 Logan 2x2 & 2 1/4" Sq. Electric Viewer	4.39
9.75 Gold Twin Lens 2x2 Viewer	7.79
2.95 Gold Mini Lite Viewer	2.29
5.95 Nico Vue 2x2 Battery Viewer	4.69
5.95 Alcor Commander Battery Viewer	3.95
5.95 Arrow-View 2x2 Battery Viewer	4.79
9.95 Corfield 98 2x2 Battery Viewer	7.79
12.50 Viewer VUE 2 1/4" Sq. Battery	9.69
2.95 Gold 3-P Stereo Viewer	2.19
9.95 Gold Writon VUE-2x2 Battery model	7.95
13.95 Sadelin Self Feeding VUE-2x2 Battery Feed 2x2 Slide Viewing Set Battery model	10.95

New 1956 MODEL— MODEL E

FOTOLARGER

- for all negatives from 35mm to 2 1/4 x 3 1/4 size
- Exclusive Distortion Control
- BELLOW, FINE RACK AND PINION FOCUSING
- ONE TO SIX TIME ENLARGEMENTS
- COOL ALUMINUM LAMPHOUSE
- ROTATING GLASSLESS NEGATIVE CARRIER (CHOICE OF SIZE)
- HOLDER FOR RED AND VARIGAM FILTERS
- 360° TILT FOR HORIZONTAL PROJECTION OR DISTORTION CONTROL
- 2" FORWARD EXTENSION FOR EXTREME CROPPING



	Dble Diffusion Condensers Type Inc.
MODEL E without lens	\$28.49
MODEL E w/ 90mm f6.9 lens	30.49
MODEL E w/ 90mm f4.5 Elgert Click stops lens	40.95
MODEL E w/ 51mm f4.5 Elgert lens for 35mm size negative	38.49

ACCESSORIES FOR ABOVE ENLARGERS

No. 23 4 1/2" Double condensers (2 1/4 x 3 1/4 size)	\$5.95
No. 23 32mm Double condenser for 35mm film	3.19
No. 23 3 1/2" Double condensers for 2 1/4 x 2 1/4 film	4.79
Copy Back (converts enlarger for copying)	7.19
Negative carriers 2 1/4 x 3 1/4, 2 1/4 x 2 1/4 or 35mm each	2.75

ALSO AVAILABLE SALE SPECIAL

NEW MODEL JUNIOR ENLARGER

THE FOTOLARGER JR.
SPECIAL \$17.95

- For all negatives from 35mm to 2 1/4 x 3 1/4 size
- with negative carrier
- with 90mm f6.9 lens
- Diffusion model
- 13x16 Base Board—Red Filter

SPECIAL SALE KODACHROME LATE 1956 DATE

	Reg.	Special
35mm x 30 exp.	\$ 1.50	\$.85
35mm x 36 exp.	1.95	1.49
35mm x 36 exp.	2.60	2.10
35mm Stereo, 20 exp.	4.65	3.65
35mm Roll (dble)	3.75	2.98
8mm Mag. (dble)	4.65	3.65
16mm x 100' Roll	10.40	8.25
16mm x 50' Roll	6.95	5.49
16mm Mag. Simplex	9.75	8.25
16mm x 100' single perforated	10.40	8.42
8mm x 100' Bolex	13.60	11.50

SHIPPED POSTPAID LOTS & OR MINIMUM ORDERS 2 ROLLS. LESS THAN 6 ROLLS PLEASE ADD POSTAGE.

ADDRESS ALL MAIL ORDERS TO 83 CHAMBERS STREET, NEW YORK 7, N. Y.

1140 Avenue of Americas (cor. 44th St.) N. Y. MU 2-8574

265 Madison Avenue (Corner 39th Street) N. Y. LE 2-6822

83 Chambers Street New York 7, N. Y. Digby 9-3555

UNITED

CAMERA EXCHANGE Inc.

FILM • LOWEST PRICES

New! KODAK TRI-X SUPER SPEED 8 & W FILM 35MM RELOADS AT BIG SAVINGS

This new fast film is twice as fast as Super XX. It offers new exciting picture-taking possibilities. Take indoor shots by existing light. Shoot sporting events without a flash... fast action pictures even on dull days. ASA daylight exposure rating better than 200. Reloaded from original 100 ft Kodak factory-fresh packed film. FULLY GUARANTEED. You can't buy fresher film anywhere.

- ☐ 36 exp. rolls 65¢ ☐ 20 exp. rolls 45¢
- ☐ 5 rolls \$3.00 ☐ 5 rolls \$2.00
- ☐ Plus X ☐ Super X available same price
- ☐ TRI-X also available in 120 & 620—80¢ a roll

HEADQUARTERS FOR NEWEST TYPE FOREIGN FILMS

FROM GERMANY... ADOX FILM designed for your 35mm camera

- ☐ ADOX KB-14 (ASA 16 Daylight) Medium Speed
- ☐ ADOX KB-17 (ASA 32 Daylight) High Speed
- ☐ ADOX KB-23 (ASA 80 Daylight) Super Speed
- ☐ 36 exposure cartridge.....\$1.45
- ☐ Also in 50 FOOT ROLLS.....\$6.85

FROM ENGLAND... FAMOUS 35MM ILMFORD FILM

- ☐ 35MM HP-3—36 exp. ONLY \$1.25—3 for \$3.50
- ☐ 27 ft. 35mm rolls.....\$2.70
- ☐ 100 ft. 35mm rolls.....\$7.40
- ☐ 120 & 620 (8 exp.) per roll.....\$3.50

ANSCO 35MM COLOR RELOADS Now at LOWEST PRICE ANYWHERE!

Made from factory-fresh brand new ANSCO Film. Money back if not fully satisfied. Daylight or Tungsten. REAL BIG SAVINGS.

- ☐ 20 exp. for \$1.00 ☐ 5 for \$4.50

New High Speed ANSCOCROME FILM

- ☐ 20 exp. \$1.50 ☐ 5 for \$6.95

NEW FAST EKTACHROME TOP QUALITY RELOADS

NOW you can get the new FAST Kodak Ektachrome color film at SENSATIONAL LOW PRICES in factory fresh fully guaranteed reloads. Made especially for 35mm cameras this new fast color film enables you to take clear crisp color shots with the speed of black and white! ASA 32 Daylight—16 Flash or Tungsten—100%.

- ☐ 20 exp.....\$1.50 ☐ 36 exp.....\$2.50
- ☐ 5 for \$6.95 ☐ 4 for \$9.50
- YOU SAVE 55¢ **YOU SAVE 50¢****

FREE COLOR ENLARGEMENT...

...with every roll of color film processed at these LOW RATES: Ansco Color film \$1.00... Ektachrome 120 and 620—\$1.00... Ektachrome and Ansco Chrome 35mm—\$1.25 (mounted)... Custom processed by experts. You get a FREE coupon good for 2 1/2" x 3 1/4" full color enlargement with every roll ordered!

WALLET SIZE COLOR PRINTS ONLY 35¢ EA.

Now you can get quality full wallet size 2 1/2" x 3 1/4" color prints from your 35mm color transparencies at this low price. Wonderful full vivid color prints you'll be proud to show to your friends.

- ☐ AT JUST 35¢ EACH

GET FREE ENLARGEMENTS ... with AMAZING LOW PRICED COLOR PROCESSING

Just think—up quality processing and mounting of your new Ektachrome and Ansco Chrome film and FREE ENLARGEMENT coupons at these low prices:

- ☐ 20 exp. \$1.25 ☐ 36 exp. \$2.50

☐ 620 and 120... \$1.00 free—one color enlargement

These prices include mounting your transparencies (35mm only) in heavy cardboard mounts!

FREE One color enlargement free with each 20 exp. roll

Two color enlargements free with each 36 exp. roll

35mm BLACK and WHITE SLIDES

From any size photo or negative

**NOW—See your favorite snapshot
on the screen!**

The most thrilling way to look at your pictures is on the screen. Now all your friends can see your pictures at the same time. Slides made from any size negative or photo. Specify cardboard mounts or film strips.

- ☐ 6¢ per frame from complete 35mm roll unmounted
- ☐ 12¢ mounted ☐ 50¢ from photos
- ☐ 30¢ ea. from negatives larger than 35mm

EVERYTHING IS FULLY GUARANTEED

NATIONAL PHOTO LABS New Hyde Park & New York

I enclose \$.....for the items and services checked above.

NAME.....

STREET ADDRESS.....

CITY.....

ZONE.....

STATE.....

- ☐ Send me FREE MAILING BAGS, a sample print showing quality of work, list of services.

NATIONAL PHOTO LABS

New Hyde Park 8, New York

POLAROID COPY SERVICE REVAMPED AND IMPROVED

A remarkable new copy service has been put into operation by Polaroid Corp. to provide high quality "same size" duplicates and enlargements from Polaroid Land prints.

The new service is radically different from that which the company has maintained for several years. Extensive tests by MODERN's editors showed that the new copies are spectacularly superior to those supplied previously. (The copy service is necessary because the Land process does not provide a permanent negative, and duplicates and enlargements must be made by copying the original print.)

In the past, copy prints were made directly from the original print, without any intermediate step. The current method is in two steps: first a 2 1/4 x 3 in. copy negative is made on a special film; then duplicate prints or enlargements are made from the copy negative. The entire process is largely automatic, with electronic controls over exposure and processing. The materials and development are designed to reproduce as closely as possible the range of tones in the original print.

How to get copies

The copying service is provided entirely by mail. Each package of Polaroid film contains a copy service order blank listing the various services and prices. These range from "same size" copies (two for 25 cents) to 5 x 7 in. enlargements, black-and-white or hand colored.

Although the copy negative is an integral part of the service, it is not sent to the customer unless requested (the negative is destroyed), and if requested there is a charge of 15 cents. With this negative your local photofinisher can make up quantity prints, greeting cards, or enlargements. Or, you can make surprisingly good enlargements yourself (up to 8 x 10) if you have a darkroom.

Here are some pointers which will help you to get better copies:

Original prints should be clean, unscratched and fingerprint-free. All blemishes will show up in the duplicate or enlargement. Many blemishes can be removed by recoating with the Polaroid print coater, which cleans and smooths the surface.

Always mail prints between cardboard—a folded Polaroid film box will be satisfactory.

Write only on the edges of the reverse side of the print, and address the envelope before inserting the print. Follow carefully the instructions on the copy order blank.—J.W.

ONLY

25¢
2 1/4 x 3 1/4

for the
finest

Finest and fastest
color work at the
lowest possible
prices.

Your prints or
transparencies are
returned to you
by 3rd Class Mail.

For faster, 1st
Class Mail
add 10% of
total bill.

COLOR PRINTS

From Your Transparencies

2x (2 1/4 x 3 1/4)

25¢

3x (3 x 4 1/4)

50¢

4x (4 x 5)

60¢

25¢

5x (5 x 7)

95¢

8x (8 x 10)

1.95

COLOR FILM PROCESSING

ANSCO COLOR and EKTACHROME

ROLL FILM 620 • 120 • 35mm

developing 35mm in Radi-mounts 20 exp.

75¢

The Photo Whiz

Hillside Manor 1, N. Y.

ONLY

40¢

A ROLL

(8 exp.)

for the
finest

SPECIAL FREE OFFER

With each initial
order, we give you a
factory fresh roll of
Ansco or Gevaert
(specify) film absolutely
free.

8 exp. roll, develop-

ing and Jumbo prints

40¢

12 exp. roll.....55¢

DEVELOPING and PRINTING

MONEY BACK GUARANTEE plus a new roll of film if you are not completely satisfied. Your film is processed and returned by 3rd class mail the same day received. For faster, 1st class mail, add 5¢ for each roll.

EXTRA! Handy pocket wallet FREE with each roll keeps your negatives and Jumbo Photo Whiz prints together.

Name.....

Address.....

City.....Zone.....State.....

The Photo Whiz

Hillside Manor 1, N. Y.

BIG NEWS! STILL ONLY 10% DOWN FOR ALL



..these BEST BUYS are found at AIR PHOTO

Sensational bargain 2 1/4 x 2 1/4 REFLEX 66



Save \$68.50!
With 75mm
f3.5 ctd lens;
built-in
synch. focal
plane shutter
BRAND NEW
69.50

Leather Case..... 8.50
150mm TELE-ASTRA, pre-set, 99.50
1.50 post & ins.
10% DOWN-TRADES ACCEPTED

ASTRAFLEX '35



f2.8 TESSAR pre-set or f1.9 MEYER
ctd. plus
CASE; plus
150mm f3.5
Tele-Astra
lens in pre-
set; plus
ZEISS PRIS-
MASCOPES
system; plus
bulb & strobe
sync.
Reg. Price Special
Camera & lens..... 299.75 89.50
Leather case..... 18.00 9.75
Deluxe Flashgun..... 12.00 8.50
Tele-Astra lens..... 69.50 49.00
Total (ALL NEW)..... 396.25 156.75
1.85 post & ins.
Sorry, we do not break the combo.
Must be ordered as a unit.

35mm EXAKTA



with f3.5 TESSAR lens
IMPORTERS
DISCOUNT
MODEL
BRAND NEW
117.50
Supply limited, subject prior sale,
with f2.8 Tessor pre-set..... 139.50
with f2.8 Biotar..... 147.50
with f1.9 Primoplain pre-set..... 152.50
Case 8.95 post 1.25
10% DOWN-TRADES ACCEPTED

4x5 PRESS CAMERA



(B&J) Complete
with 6" f4.5
Steinhell Uno-
focal in Comp-
pur Synchro
Press shutter
Plus range-
finder and
flashgun.
BRAND NEW 147.95
1.85 post & ins.
ONLY 10% DOWN-TRADES ACCEPTED

16mm BOLEX H-16



with three (3) lenses
in focusing mounts
A special; valued at over \$400.00
• 25mm f1.9
coated
• 15mm f2.8
coated
• 75mm f4.5
Kodak telephoto
USED 222.50
Case 23.50 ship wt 20 lbs.

1 1/2" f1.4 LENS TELE-AMITAR



Coated optics; 3x magnification
Click stops; precision focusing
mount. Fits all
8mm movie cam-
eras (specify)
Regular \$75.00
BRAND NEW 2500
For Bell & Howell,
add 2.95
65c post. & ins.

EASY BUDGET TERMS Sterling-Howard's NEW PURCHASE PLAN

Buy the camera you want in the CONDITION you want.
Many many cameras arrive at our trade depot in varying degrees of condition.
Group A-1 refers to demonstrators-like new, excellent. They're difficult to tell
from NEW; all are late models.
Group B-1 are definitely used, but in good condition.
The choice is up to you. If you prefer—pay a little more, and get the best!

35mm CAMERAS			
NEW	A-1	B-1	
Argus C-3, f3.5 case & flash.....	66.50	38.95	31.95
Contax IIIa, f1.5 ctd Sonnar.....	412.00	217.00	179.00
Exa, f2.9 coated.....	89.50	69.50	44.25
Gratex Ciro '35, f3.5.....	59.00	39.50	32.50
Kodak Retina IIIc.....	190.00	137.50	116.50
Leica IIIIf, f2 Summilux.....	324.50	189.50	146.95
Zeiss Contaflex, f2.8 Tessor.....	169.50	101.75	82.50
2 1/4 x 2 1/4 REFLEX			
Ciroflex D, f3.5 coated.....	84.50	47.75	34.00
Hasselblad f2.8 Ektar.....	379.50	239.50	197.50
Ikonflex IIIa, f3.5 Tessor.....	125.00	99.50	72.50
Exakta G6, f2.8 Tessor.....	319.50	212.00	179.00
Rolleiflex V, f3.5.....	134.50	99.00	87.50
Rolleiflex Auto, f3.5, M-X.....	229.50	147.00	119.00
PRESS CAMERAS			
2x3 Ann Speed, f4.5, KRP.....	119.50	83.50	
2x3 B&J, f4.5.....	82.50	69.50	
4x5 Ann Speed, f4.7 CRF.....	129.50	92.95	
8mm CAMERAS			
B&H 134 TA, f1.9.....	159.95	96.50	67.00
Bolex B-8, f1.9.....	154.50	112.50	89.00
Bolex C-8, f2.5.....	89.95	64.50	59.50
Bolex L-8, f2.5.....	117.50	77.50	49.50
8mm PROJECTORS			
B&H Regent, 507W.....	126.50	112.50	
Keystone K-109 750W.....	169.50	99.50	
Revere 85, 500W.....	114.50	78.50	54.95
16mm CAMERAS			
B&H 70, DL, f1.9 coated.....	365.50	299.50	237.50
Bolex H-16 Leader, f1.9.....	269.50	184.00	157.50
Pathe Super 16, f1.9 ctd.....	499.00	289.00	219.50
16mm PROJECTORS			
B&H 273 A 750W.....	199.95	126.00	
B&H 175, 1000W.....	299.95		

WRITE for your copy of the
Sterling-Howard News Letter. In-
teresting reading for both amateur
and professional photographer.

STERLING-HOWARD

Dept. S.M.-2 561 E. Tremont Ave. New York 57,

CONTACT PAPER

Size & Type	Surface	Grade	Count	Price
4x5	SWGL	F1, F3, F4	Gross	1.20
Contact	SWGL	F4	Gross	1.20
4x5	SWGL	F4	100	1.95
Industro	SWGL	F4	100	2.75
Industro	SWGL	F3	100	2.75
8x10	DW Latr.	E1, E2, E3	100	2.00
8x10	SWGL	F2	100	2.75
10x10	SWGL	F4	100	2.75
Contact	SWGL	1.4	100	2.00
Contact	SWGL	1.3	100	2.00
10x10	SWGL	1.3	250	4.75
Contact	DW SGL	Glossy		
SW 6L Single Weight	Semi-matte			
SW 5M Single Weight	Semi-matte			
SW 5M Double Weight	Semi-matte			
Paper Price F.O.B. N.Y.	add postage			

ENLARGING PAPER

Size & Type	Surface	Grade	Count	Price
4x5	SWGL	2	125	1.80
Enlarging	SWGL	2	100	3.29
8x10	SWGL	2	100	3.29
Haloid	SWGL	3	100	3.29
Haloid	DWSM	E E 3	100	3.88
10x10	DWSM	2, 3, 4	100	2.80
Enlarging	SWGL	F4	50	2.79
Haloid	DWSM	1, 2, 3, 4	50	3.50
Haloid	DWSM	E E 1	50	3.50
Enlarging	DWSM	E E 1	50	3.50
10x20	SWGL	F2	50	2.50
Haloid	DWSM	E E 1	50	2.50
Haloid	DWSM	E E 1	50	2.50
Enlarging	DW Latr	E4	roll 5.95	
Enlarging	DW Latr	G5	roll 5.95	
20x24	DWSM	1, 2	30	7.90

4x5 ANSCO COLOR

20 Sheets 3.39 10 sheets 1.95 35c post.

16mm MOVIE

100 ft. Sup XX ea..... 3.00
FREE processing 15c post. 3 for 8.50

FILM PACKS

4x5 Sup XX 3 for..... 3.75
2 1/4 x 3 1/4 Plus-X, 3 for 2.95

16mm KODACHROME

50 ft. MAGS-Tung..... 13.50
15c post.

ROLL FILM

120 or 620
Buy now and 5-A-V-E
Minimum order 10 rolls

10 ROLLS
TRI-X 229
SUPER XX 229
INFRA-RED 229
35mm x28'
Anso Color
Daylight or
Tungsten
4.95 ea.
25c post.
25¢ ea. order
post & ins.

35mm FILM

100 ft. rolls

Anaco Ultra Speed..... 1.79
Kodak Super X..... 1.79
Kodak Background X..... 1.50
Kodak Positive..... 1.50
Kodak Infra-Red..... 2.25
Kodak Tri-X..... 2.25
Kodak Panatomic..... 2.25
Kodak Plus-X..... 1.79
35c post. & ins.

BULK FILM LOADER

Slash your film costs 90%
BRAND NEW 495
45c post.
SPECIAL With 100' film ..\$5.95
80c post.

FAMOUS USAF GLOSSY-MATTE DRYER



Complete with
heaters, motor,
24" belt, etc.
B-8 model matte.
Used, reconditioned
Value over \$500.00.
ONLY 195.00
B-10 glossy & matte..... 295.00
shpd express-8.90 crtg chge

35mm to 5x7 ELWOOD S-2



complete with 6 1/2 f6.3
lens Long bellows draw,
tilt & revolve head.
Reg. value over \$100.00.
Our Special
BRAND NEW 69.50
Shpg wt 85 lbs

K-20 AERIAL CAMERA

6 1/2 f4.5 lens
Rapid-Sequence action on 4x5 neg-
ative. Manual operation. Shutter
speeds to 1/500.
Guaranteed.
149.50
Shp. Wt. 25 lbs.
F-4 Aerial Camera 15" f5.6..... 179.50

TRIPOD

Famous make
CENTERLIFT
Closes to 34" extends
to 66" plus 13" more
with centerlift. Com-
plete with pan/tilt
head.
BRAND NEW 1195
85c post. & ins.
3 section super action gear drive
center post. 22.50 value, NEW..... 16.50
85c post. & ins.

AMERICA'S PHOTOGRAPHIC BARGAIN CENTER

AIR PHOTO SUPPLY CORP.

Dept. AM-2, 555 E. Tremont Ave., New York 57, N. Y.

A W O N FILM

WHOLESALESALES!

*NOTE our new address
108-M West 29th Street
New York 1, N. Y. CHICKERING 4-1464

This 1957 dated film is in its original sealed package fully guaranteed by the manufacturer. Day. or Tung. Price includes processing & mounting (35mm).

Size	Lots of 3—EA.	Kodachrome	McGregor Color	Dynacolor
8mm x 25' dble. roll.		\$2.90	\$2.40	\$2.30
8mm x 25' dble. mag.		3.60	3.50	3.50
16mm x 50' mag.		5.40	5.35	5.25
16mm x 100' roll		8.40	5.85	5.75
35mm x 20 exp.		2.60	1.85	1.79
35mm x 36 exp.		3.85	2.75	3 for 6.50

COLOR-FILM MFR. PACKS UNDER AWON LABEL!!!

LATE 1956 DATE Price includes Processing & mtg.

All Kodachrome filters can be used with this film.

8mm x 25' dble.	\$1.98 ea.	3 for \$5.75	6 for \$11
35mm x 20 Exp.	\$1.79 ea.	3 for \$5.25	6 for \$10
16mm x 50' Mag.	\$5.65 ea.	3 for \$16	
16mm x 100' roll ASA 32	\$8.25 ea.	3 for \$24	
8mm dble. or 16mm x 100' roll	\$5.25 ea.	3 for \$15.00	

BULK KODACHROME Kodak Proc. Incl. for all.
This film has been cut from 400' rolls, and is camera spooled, ready for your camera. Daylight or Tungsten.
16mm x 50' mag. Type A, O.D., orig. pack.....\$4.00
16mm x 100' roll.....\$5.95 3 for \$17.25
16mm x 100' roll O.D.....\$2.95

SPECIAL OFFER!!!

35mm Mcgregor Color. '57 date. Proc. & Mtg. Incl. Mfg. Guar.
36 Exp. 3 for \$6.75
Tungsten '56 date 3 for \$6.25
12 exp. '56 date day or tung. 3 for \$2.90, 6 for \$5

Fresh
KODAK
Negative
Safety

Each roll on original reel and in original can.
Kodak Plus X
Super XX or
Microfilm
35mm x 100'
\$1.98 ea.
FREE! 100'
of ASA 24
with each
100' of above
film.



Brand New FEDERAL Enlargers

40% Off List

List SPECIAL	
35mm 135C, f4.5 lens.....\$54.95	\$34.95
Model 135C, Carrying case 7.25	4.95
FOR 2 1/4 x 3 1/4 NEGATIVES	
No. 240, Diffused, f7.9	\$20.95
No. 269, Diffused, f6.3	\$20.95
No. 279C, Diffused, f6.3	\$43.95
Carrying case for 269 or 279C	\$51.95
No. 269C, Cold Light, f6.3	7.25
No. 315CL, Cold Light, f4.5	\$87.95
FOR 4x5 NEGATIVES	
No. 450, Diffused, f4.5	\$119.05
	76.65



EXCLUSIVE—RADIANT Portable Tripod Screens Crystal Beaded 1956 Model

With new VINA-FLECT fabric. These screens are guaranteed for life—fadeproof, fungus proof, and washable. No other screens at these prices have all these higher-priced features.

Reg. SPEC.	Reg. SPEC.
30 x 40 \$24.95	37 x 50 \$31.95
40 x 40 26.95	10.95 50 x 50 33.95
40 x 40 26.95	10.95 50 x 50 33.95

Screens are shipped R.R. Expr. collect postage

AERIAL FILM

Recent date! in original metal containers.
LINAGRAPH Ortho Weston 24, 35mm x 100' 98c ea.
3 15/16" x 61" 3 for \$1.10
INFRARED (Weston 50) 9 1/4" x 75" \$4.00
5 1/4" x 20" 2 for \$1

KODAK XX

5 1/4" x 20"	4 for \$1
5 1/4" x 20"	2 for \$1
5 1/4" x 20"	1.49
7 1/2" x 25"	5.95
9 1/4" x 27 1/2"	7.95
9 1/4" x 20"	14.95

KODAK TRI-X

5 1/4" x 20"	2 for \$1
5 1/4" x 20"	1.49
7 1/2" x 25"	5.95
9 1/4" x 27 1/2"	7.95
9 1/4" x 20"	14.95

SHOOT PICTURES FOR PENNIES

ANSCO Color Tung. 35mm x 100' One Daylight Loader, 10 Empty Cartridges plus a One Year Free Subscription to U.S. Camera. (\$4 Value)
—Total Value \$35 AWON PRICE—\$20.

ANSCOCHROME Day. 1956 DATE ASA 32

35mm x 100' (orig factory pack)	\$30.00
35mm x 28' (orig factory pack)	7.99
35mm x 20 exp.	\$1.35 ea.
120 or 620	3 for 5.60

SPECIAL AWON OFFER! Bulk Film Special!

35mm x 100' Kodak TRI-X	\$2.50
35mm x 100' B&W ASA 24	98c
35mm x 100' Kodak Ortho Pos film	\$1.50
35mm x 100' Anso ASA 50	\$1.50
16mm x 400' Positive Film	\$3.95

35mm Fresh Bulk Negative Safety
Kodak Plus X, Super XX, Kodak Weston 24 or DuPont
= 1 or 2—100' \$1.98 ea.; 400' \$7.50

35mm x 20 Exp. Cart.
Plus X or Super XX 6 for \$1.50; 12 for \$2.50
or Tri-X or Infra Red

Send 25c for complete 52 page catalog listing all photo equipment at unbeatable prices!

FRESH MOVIE FILM

1957 dated, fast, fine grain, panchromatic ASA 50. Prices include new fast processing service.

8mm x 25' dble. roll.	\$1.10
BOLEX 8mm x 50' dble. roll.	3.50
16mm x 50' mag.	1.75
16mm x 100' Anso.	2.75
16mm x 100' Kodak Plus X.	2.50
16mm x 100' Kodak Super XX.	2.95
16mm x 50' roll, Plus X.	1.50
16mm x 100' Kodak Super XX.	3.00
8mm Mag. B. & W.	2.00

BULK MOVIE

Fresh DuPont Stock
—Weston 50

8mm x 400' dble.	\$4.95
8mm x 25' dble.	for price of 61
8mm x 100' dble.	1.40
8mm x 25' dble.	49¢ ea.

MOVIE—QUANTITY DISCOUNTS

B&W ASA 10 REVERSAL NO PROCESSING

SIZE	54 Rolls	27 Rolls	15 Rolls
16mm x 25'	\$8.95	\$4.95	\$2.75
16mm x 50'	19.95	10.95	5.95
*16mm x 100'	49.50	29.50	17.95

*Camera spooled

Black & White Movie Film Processing Service
8mm x 25' Dble. \$.55 ea.
16mm x 100' \$1.00 ea.
16mm x 50' \$.65 ea.

AERO EKTACHROME FOR MOVIE FANS—ASA 40

8mm x 100'—\$4.75 16mm x 100'—\$4.75
3 for \$13.25 Proc. not Incl.

B & W MOVIE FILM

ASA 50—1956 Date

8mm x 25' dble.	\$1.00
8mm x 25' dble., ASA 20.	\$1
8mm x 100' dble.	\$3.25
16mm x 50' Mag., ASA 10	\$1.60
16mm x 100' ASA 50—55 Date	\$2.00
all with proc. incl. BUY 6—get one extra FREE!	

16mm x 5	Orig. Kodak Pack, Neg.	\$1
16mm x 100	Kodak Super-XX, Neg.	\$1.75

COLOR MOVIE FANS COLOR

1957 DATE

For those who desire the utmost in color equal to the best color you have ever used! Price includes Proc.
8mm x 25 ft. double. \$2.25 ea. 16mm x 100 ft. \$6.75 ea.
8mm x 100' dble. roll \$6.75

CUT FILM SPECIALS

3 1/4"x4 1/4"—Original box of 25 sheets—3 for \$3.30
DuPont Fine Grain Pan.
4 x 5—Original box of 25 sheets—3 boxes for \$3.50
Your choice of KODAK XX, Infra Red; DUPONT X-F
Pan; ANSCO Tri-X; Ortho.
8x10—original box of 25 sheets—\$2.50 per box.
Your choice of Kodak Super Pan, Pan. Arrow Pan;
Infra Red; Tri-X; DUPONT X-F Pan; Arrow Pan;
ANSCO Super Pan, Press, Process. Comm. Ortho.
Anso. Color Day. or Tung. 4x5 sheet, per box
4 x 5 \$2.50 ea.; 6 for \$10
8 x 10 \$3.95 ea.; 3 for \$11

PAPER SALE

CONTACT PAPER—less than 1¢ a print

7 1/2" x 7 1/2" SWGL (250 sheets)	\$1, 2, 3, 4	\$2.75
10 x 10" SWSM #1, 2, 4	1 box (100 sheets)	98c
8 1/2" x 11" Reflex Copy	1 box (100 sheets)	1.50
18 x 22" LWSM #1, 2	1 box (50 sheets)	1.98
20 x 24" SWSM	1 box (50 sheets)	1.98
KODAK 35mm x 100' LWSM #3		98c ea.

ENLARGING PAPER

HALOID 10 x 10" DWSM #1	1 box (100 sheets)	\$1.89
ANSCO BROVIA, 11x14", SWGL #1	(50 sheets)	\$1.89

NEW EXPOSURE METERS

The New SEKONIC, complete with case & chain. AWON PRICE—\$7.95

NORWOOD DIRECTOR M-2

List \$32.50 AWON PRICE—\$22.95

DEJUR DUAL-PROFESSIONAL

List \$26.95 AWON PRICE—\$17.95

DEJUR "5B" with case

List \$15.95 AWON PRICE—\$9.95

WESTON MASTER II

List \$31.50 AWON PRICE—\$21.95

New WESTON DR Direct Reading

List \$18.00 AWON PRICE—\$12.95 incl case

Case for any of above—\$1.95

THIS MONTH'S SPECIALS

• 16mm x 50' mag. XX, Kodak proc. incl. \$2.25
• Cardboard Stereo Mounts 100 for \$2.50
• 1000 for \$2.50
• Anso 35mm Cardboard Mounts - 400 \$1.00
• 1000 for \$1.00
• Daylight BULK FILM LOADER & 5 cartridges. 4.95
• All film C.O.D. unless otherwise stated.
20% DEP. on all C.O.D. PLEASE U. S. Express

FREE with every roll of 35mm color film one roll of 35mm B&W film!

FRESH ASA 50

AERO EKTACHROME

35mm x 20 exp. \$1.50 ea.

4 for \$5.00

Processing included

35mm x 40' BULK.....\$5.00

35mm x 75' BULK.....\$7.50

35mm x 75' plus 4 1/2

gal. devel. kit.....\$10.00

★ ★ FREE! ★ ★

With every order of \$25 or more—you get a FREE 1 year subscription—\$4 value—to Modern Photography or U.S. Camera (specify).

ANSCO COLOR 1956 DATE

Daylight or Tungsten	
35mm x 100'	\$21.50
35mm x 50'	12.49
35mm x 27 1/2'	6.95
35mm x 20 exp. in metal cart.	1.20 ea.
6 for \$5.50	12 for \$10
35mm x 50' Tung	\$6.95
FREE daylight conversion filter with \$5 order of Anso color Tungsten above.	
620 Tungsten	6 for \$2.75

Aero EKTACHROME ASA 40

with 1 1/2 gallon processing kit

5 1/4" x 20".....\$5.95

5 1/4" x 40".....\$9.95

7 x 18".....\$6.95

9 1/2" x 40".....\$16.95

35mm x 37 1/2".....\$6.95

EXTRA—Free compensating filter with any of above.

SPECIAL—4 1/2 gallon Ektachrome processing kit \$3.95

Bulk ANSCO COLOR daylight

or Tung. #534 1955 DATE

35mm x 100'.....\$17.50

35mm x 50'.....9.00

35mm x 27 1/2'.....5.95

ANSCO COLOR PRINTON

12 sheets per box

8x10.....\$4.95 11x14.....\$6.95

4-LITE FOLDING MOVIES BAR LIGHT

with sturdy metal case

and 7 ft. heavy duty cord

reg. \$16.95 SALE \$8.95

Bulbs remain on bar when in case

\$1 each with purchase of bar.

We have 300 rolls of late 1955 Polaroid

Film, Type 31, 2 3/4" x 3 1/2" 6 rolls for \$5

FLASHBULBS—40% OFF

All sizes in stock

GE #5 120/case.....\$8.50 case

SPECIAL SALE—Close Dated 1956

120 & 620 KODACOLOR

6 for \$8.50

Amazing results with

LANTERN SLIDE PLATES

These are exposed and developed just like contact or enlarging paper. After developing, these plates can be used in your slide projector or mounted in a frame and backed by any colored paper for the effect you desire.

36 glass plates per box

2 x 2.....89¢ box 3 1/4 x 4.....98¢ box

HIGH SPEED—ASA 32

CAMOUFLAGE COLOR FILM

at ridiculously low prices!

Used by USAF to detect camouflaged areas.

35mm x 20 exp 3 for \$1.50

35mm x 75' \$3.50

BRAND NEW!

For 8mm, 16mm and 35mm

MORSE G-3 DEVELOPING OUTFIT

List \$28.50 AWON PRICE—\$21.95

Please include postage with all your orders.

20% DISCOUNT on all new cameras, projectors, etc.

Before you buy, call or write for our price list.

AWON FILMS

108-M West 29th Street, New York 1, N. Y.

PEERLESS TOPS 'EM ALL



*Photography's Best Buys
... The World's Lowest Prices!*



Easy Time Payments... Only 10% Down!

If you choose to buy on "time" . . . there's no increase in our famous low prices! Only 10% down buys anything at Peerless! Buy now — use it, enjoy it as you pay!

World-Wide Purchasing Power!

Because we buy such tremendous quantities, our buyers go directly to the source . . . where ever it may be! Quantity imports are brought to you far below their nationally advertised prices!

Highest Trade-In Allowances!

No one can offer a higher price for your used photographic equipment! No make or model too old! Don't trade until you get our estimate . . . and you'll get our estimate within 24 hours!

No Greater Selection—Anywhere!

Over 100,000 Photographic Values to Choose From! The World's Largest Selection of Domestic Brands and Quality Imports! If it's Manufactured — Peerless Has It — at the Right Price!

Only PEERLESS Can Make This Offer!

Save \$207.80! Brand New! Latest 1956 Models! German Import

HEXAACON '35'



Precision 35mm Single-Lens
Reflex Camera
with f2.8 Coated Pre-Set Tessar Lens

Peerless
Exclusival
A \$299.75
Value!

91⁹⁵

- Synchronized for Flash and Strobe
- Shutter Speeds from 1 to 1/1000 Second
- Automatic Exposure Counter • Self-Timer
- Prism Through-the-Lens Focusing

HEXAACON '35' with f2 Coated Taylor Hobson Cooke Lens Value \$400.00 \$94.95

NEW LOW PRICE!

Brand New Hexacon '35' with
f2 Ctd. Pre-Set C. Z. Lens.
Value \$359.00! **119⁹⁵**

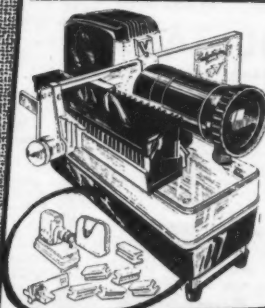
PEERLESS SPECIAL!
Save \$35.05! Brand New! Famous
135mm f4 Ctd. Zeiss Triotar Pre-Set
LENS Only at Peerless **49⁹⁵**

Slashed To An Amazing LOW PRICE!

Save \$30.05! Brand New! Peerless Special Purchase!

TDC SHOWPAK

300-Watt, 2x2 Slide Projector Outfit



Complete with Semimatic Slide
Changer & Deluxe Carrying Case

FREE! 6 SLIDE TRAYS
WITH EACH OUTFIT!

Complete Outfit!
Peerless Priced
At Only

35⁹⁵

- Needle-Sharp 4" Coated Lens
- Powerful Blower Cooling System
- Rugged All-Metal Construction
- Positive Tilt
- Discontinued

Shipping Weight: 16 Lbs.

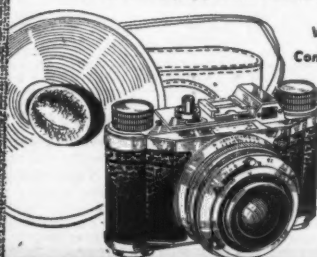
Exclusive Import—Fantastic Low Price!

Save \$32.00! Brand New! Precision German Imported!

Classic '35' Outfit

35mm CAMERA ★ CASE ★ FLASHGUN

with Needle-Sharp, Ultra-Fast f2.9 Coated Trioplan Lens



Value \$51.95!
Complete Outfit
All 3 for
Only

19⁹⁵

- Built-in Flash Synchronization
- Wide Range of 9 Shutter Speeds
- Double Exposure Prevention Device
- Built-in Optical Viewfinder
- Automatic Exposure Counter

Shipping Weight: 5 Lbs.

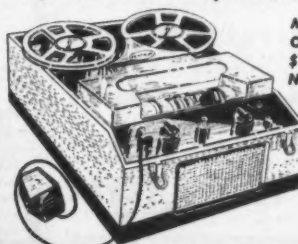
Fantastic Values! Special Purchase!

Save up to \$100.05! Brand New! World Famous Dual-Track

Pentron 2-Speed

High Fidelity Tape Recorders

Complete With Microphone, Case, Reels and Tape!



Model CT-1
Originally
\$129.50!
Now Only

79⁹⁵

- Records and Plays 2 Full Hours
- Automatic Braking of Both Reels
- Fast Forward and Rewind Speeds

Other Pentron Super-Buys:

PENTRON TRA HI-FI	List	Sale
Multi-Speed	189.50	164.95
PENTRON HT225 HI-FI		
Three Speaker	225.00	124.95

TURN FOR MORE PAGES OF SENSATIONAL PEERLESS VALUES!

PEERLESS



Photography's Best Buys

ONLY 10% DOWN BUYS EVERYTHING PEERLESS OFFERS!

Now! A Lifetime
of Flashes for
Less than the Cost
of a Case of Bulbs!



PEERLESS EXCLUSIVE!
Save \$15.00! Brand New! Precision

EVA-LITE Speedlight

AC UNIT — WITH MOUNTING BRACKET
COSTS LESS THAN 1/4¢ PER FLASH!

A \$34.95 Value!
Peerless Price at only... **19⁹⁵**

• Color Guide: 50; B & W: 100 • Recycles in 3 Seconds • General Electric Flash Tube, Phase Specifier Camera When Ordering
TUBE CARRIES A LIFETIME GUARANTEE!

Buy Now! At the
Lowest Prices
Ever Offered!



Great Peerless Exclusive!
BRAND NEW! IMPORTED, PRISM

Hambletonian BINOCULARS

Complete With Leather Case and Strap!

7 x 50 HAMBLETONIAN **22⁵⁰**

THERE'S A HAMBLETONIAN SIZE FOR EVERY PURPOSE!

7x50, Central Focus	24.50	8x30, Central Focus	17.50
7x50, Individual Focus	21.50	8x30, Individual Focus	16.50
7x35, Central Focus	26.50	8x30, Central Focus	26.50
8x30, Individual Focus	19.50	8x15, Theatre Glasses	11.75
8x15 Gold Plated Theatre Glasses			Only 19.95

Add 10% Federal Excise Tax to All Binocular Prices.



NOW... WITH NEW LIGHT VALUE SCALE!
SAVE \$77.00! BRAND NEW! IMPORTED!

Latest Certo Super '35'

35mm Camera with 12.8 Coated Tessar Lens in Latest
MXTV Compur Rapid Shutter! Fully Synchronized for
Flash & Strobe!
• Shutter Speeds to 1/500 second • Built-in Coupled Rangefinder • Delayed Action Self-Timer
Shipping Weight: 5-lbs. Value \$129.50!

52⁵⁰



Value-Packed PEERLESS SPECIAL PURCHASE!
SAVE \$27.80! BRAND NEW! WORLD-FAMOUS

Kodalux Highlux III

300-Watt, 2x2 Slide Projector
• Complete with Blower-Case • 5" Coated Lens • 300-Watt Lamp • Smooth, Positive Tilt Control • Discontinued Model
Shipping Weight: 10-lbs. List \$54.75!

26⁹⁵

Now You Can Enjoy
3-Lens Versatility
for Less than the
Price of One!



GREAT PEERLESS EXCLUSIVE!

Smash 8mm Combination Offer!
Save \$34.95! Brand New! Complete

AK-8 Movie Outfit

Camera, with 12.8 Coated C.Z. Triotar Lens
PLUS Ednalite Reversible Telephoto
and Wide-Angle Dual-Lens Kit!

Complete Outfit!
An \$84.90 Value!

Peerless Price, Only... **49⁹⁵**

• Camera Features Include: Brilliant Optical Viewfinder; Easy Spool Loading; 700' film run, All-Metal Construction. • Dual-Lens for wide-angle and telephoto shots triples your movie-making versatility — comes complete with Wide-Angle-Telephoto Lens, Finder, Filter Adapter Ring, and Leather Pouch.



PEERLESS SPECIAL PURCHASE! SAVE \$18.80! BRAND NEW! PRECISION
DeJUR Autocritic Exposure Meter

COMPLETE WITH HANDY CARRYING CASE!
• Simplified Direct Readings — Easy to Use • Calibrated in ASA Speed Index • Compact
Shipping Weight: 5-Lbs. Formerly \$25.75! **6⁹⁵**



SENSATIONAL CINE VALUE! SAVE \$25.45! USED, WORLD-FAMOUS
Bell & Howell '220' 8mm Movie Camera

WITH ULTRA-FAST 12.5 COATED LENS
• Simple "Sun-Dial" Lens Setting • Continuous and Single Frame • Dial Footage Indicator
Shipping Weight: 5-Lbs. List \$49.95! **24⁵⁰**



COMPLETE OUTFIT — BUDGET PRICED! SAVE \$34.55! USED.
Argus C-3 35mm Camera Outfit

★ VERSATILE CAMERA ★ CASE ★ FLASHGUN
• Fast 13.5 Coated Lens • 8-Blade Flash Sync • Coupled Rangefinder • Speeds to 1/300
Shipping Weight: 7-Lbs. List \$66.50! **31⁹⁵**



HERE'S YOUR CHANCE TO SAVE ON USED, IN EXCELLENT CONDITION
Late Model 35mm Leica Cameras

LIMITED QUANTITIES! ORDER TODAY!

LEICA IIF, WITH 12 COATED SUMMITAR LENS	\$289.00	LIST	SALE
LEICA IF, WITH 12 COATED SUMMITAR LENS	238.00	114.98	78.50
LEICA IIIF, WITH 12 COATED SUMMITAR LENS	368.00	148.95	



SENSATIONAL MODEL AT A SENSATIONAL PRICE! SAVE \$54.00! USED
B&H 'Monterey' 8mm Movie Projector

COMPLETE WITH COMPACT CARRYING CASE!
• Brilliant 500-Watt Illumination • Blower Cooling System • Needle-Sharp 11.8 Cld. Lens
Shipping Weight: 17-Lbs. Formerly \$99.95! **45⁹⁵**



SPECIAL PEERLESS VALUE! SAVE \$34.70! USED, AUTOMATIC
LaBelle '55' 2x2 Slide Projector

500-WATT LAMP • BLOWER-COOLING!
• Slides Feed Automatically from Magazine to Receiver, Restack in Proper Sequence • 5" Cld. Lens
Shipping Weight: 17-Lbs. List \$81.20! **46⁵⁰**

PEERLESS SUPER BUYS!

ONLY A PARTIAL LIST OF GREAT BUYS... IF YOU DON'T SEE IT — WRITE — WE HAVE IT!

35mm SINGLE LENS REFLEX				LEICA, CONTAX, NIKON, CANON			
	New	Used			New	Used	
Exa 12.8 Westar MX e*	\$ 85.00	\$ 40.95		Contax IIA 11.5 Sonnar e*	\$374.00	\$159.95	
Exakta C22 12.8 Reflex RF e*	99.50	55.95		Contax IIA 12 Sonnar e*	383.00	177.95	
Contaflex 12.8 Tessar Auto RF e*	169.00	78.95		Contax IIA 11.5 Sonnar e*	412.00	187.95	
Contax D 12 Bistat	199.00	87.95		Leica IIIC 12 Summitar e		112.50	
35mm CAMERAS				Leica IIIF 12 Summicron e*	336.00	169.95	
Bolsey B-2 RF, case and flash	\$ 66.50	\$ 29.95		Leica IIIF 11.5 Summarit e*	357.00	173.95	
Bolsey C22 12.8 Reflex RF e*	99.50	55.95					
Contessa, 12.8 Tessar e*	142.50	71.95		35mm STEREO CAMERAS			
Graphic 35, 13.5e*, Case & Gun	89.75	52.95		Kodak Stereo 13.5e*	\$ 84.50	\$ 45.95	
Kodak Flash Bantam 14.5e*	56.00	22.95		Revere 13.5 RFs*	174.50	71.95	
Kodak Pony 828 14.5 C*	29.50	13.50		Stereo Realist 13.5 RFs*	159.00	62.95	
Kodak Pony 135 14.5 C*		15.95		Stereo Realist 12.8 RFs*	198.50	105.95	
Kodak Retina II 12 Xenon RF	23.75	31.50					
Kodak Retina IIA RF MXe*	127.50	67.95		2 1/2 x 2 1/2 REFLEX CAMERAS			
Kodak RF, 12.8, case & flash	75.00	42.95		Grafx 22 13.5 C*	\$ 93.00	\$ 42.95	
Kodak Retina III C 12 Xenon f	190.00	114.95		Hasselblad 12.8 Extar/1800 C*	476.00	277.95	
Minax HTS chain & case*	139.50	71.95		Rolleiflex IIA Auto 13.5 Tessar MXe*	126.00	71.95	
Minax II 13.5e*		47.50		Kodak Reflex II 13.5e*		55.95	
Voigt Prominent 12 RF MXe*	220.00	123.95		Rolleicord III 13.5 Zeiss*		58.95	
Voigt Vitasix 12 RF MXe*	127.50	71.95		Rolleicord IV 13.5 Xenar MXe*	149.50	83.50	
Voigt Vito II 13.5e*	54.50	22.95		Arta Rollei III 13.5 Xenar MXe*	234.50	132.95	
Voigt Vito III 12 RF MX*	119.50	67.95		Arta Rollei III 13.5 Tessar MXe*	249.50	142.95	
				Arta Rollei 2.8 C 12.8 Xenotar MXe*	309.50	174.95	

(Symbols: RF Coupled Rangefinder, e Coated, * Flash Shutter)

Highest TRADE-IN ALLOWANCE-Only 10% Down-EASY TERMS!

MONEY BACK GUARANTEE

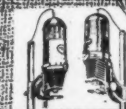
All items Offered Subject to Prior Sale!
The supply of Some Items is Limited. Since Orders are Filled in Sequence, Rush Your Mail Order in Today!
Worthy Substitutions May Be Made. Unless We are Advised to the Contrary! 10 Days Free Trial! 1 Full Year of Service! Add Estimated Shipping Costs. We'll Refund Every Cent Not Used! If you prefer C.O.D. Please Send 10% Deposit. PRICES SUBJECT TO CHANGE WITHOUT NOTICE CONTENTS OF ADS COPYRIGHTED!

**YOUR USED EQUIPMENT IS WORTH MORE AT PEERLESS!
WE OFFER HIGHEST TRADE-IN ALLOWANCES!**

TOPS 'EM ALL

...The World's Lowest Prices!

EVERY PEERLESS PURCHASE CARRIES A TRIPLE GUARANTEE!



GREAT BARGAIN RIOT! SIZZLING SAVINGS! USED, IN TOP CONDITION!

Federal 35mm - 2 1/4 x 3 1/4 Enlargers
ORDER TODAY! TAKE ADVANTAGE OF THESE PRICES!

QUANTITIES LIMITED! DON'T MISS OUT! ORDER TODAY!

FEDERAL MODEL 269, WITH 3 1/4" COATED LENS LIST \$42.95 SALE 21.99

FEDERAL MODEL 279, WITH 3 1/4" COATED LENS LIST 31.95 SALE 25.99

FEDERAL MODEL 312, WITH 3 1/4" COATED LENS LIST 75.95 SALE 39.95



SPECIAL PEERLESS SUPER-BUYS! USED, IN EXCELLENT CONDITION!

Famous-Make Exposure Meter Sale

WESTON MASTER II LIST \$29.95, ONLY 13.95 G.E. MODEL PB-1 LIST \$32.50, ONLY 16.99

NORWOOD DIRECTOR LIST \$32.95, ONLY 16.95 Gossen Dual Siron LIST \$17.50, ONLY 10.50

Shipping Weight: 3-Lbs.



AMAZING CAMERA AT AN AMAZING PRICE! SAVE \$52.80! USED

Polaroid '95' - 60 Second Camera

WITH BUILT-IN FLASH SYNCHRONIZATION! LIST \$89.75! PEERLESS PRICE... 36⁹⁵

* Takes 8-3 1/4 x 4 1/4" Prints on Low-Cost Polaroid Film

* Focuses from 3 1/4" to Infinity

Shipping Weight: 10-Lbs.



TERRIFIC PEERLESS SPECIAL PURCHASE! SAVE \$150.50! BRAND NEW!

Kine Exakta VX - 35mm Reflex Camera

WITH 12 COATED PRE-SET C.I. LENS! LIST \$235.00! PEERLESS PRICE... 184⁵⁰

* Synchronized for Flash & Strobe * Shutter Speeds to 1/1000 Second * Discontinued by Importer

Shipping Weight: 5-Lbs.



VERSATILE TURRET COMBINATION! SAVE \$150.55! USED

Bolex 'H-16 Leader' 16mm Outfit

COMPLETE WITH 3-BRAND NEW WOLLENSAK LENSES! LIST \$219.95! USED 219⁹⁵

Latest Model with 1" f1.9 Raptar * 17mm f2.7

Cld. W.A. Raptar * 3" f1.6 Coated Tele-Raptar

Shipping Weight: 12-Lbs. \$370.50!



SMASH PEERLESS OFFER! SAVE \$49.50! USED, WORLD-FAMOUS

Kodak Signet 35mm Camera Outfit

* PRECISION CAMERA * CASE * FLASHGUN LIST \$91.45! PEERLESS PRICE... 41⁹⁵

* f3.5 Coated Ekter Lens * Coupled Rangefinder/Viewfinder * Built-In Flash Synchronization

Shipping Weight: 5-Lbs.



PEERLESS SUPER BUYS! EVERYONE GUARANTEED ONE FULL YEAR!

ONLY A PARTIAL LIST OF GREAT BUYS... IF YOU DON'T SEE IT - WRITE - WE HAVE IT!

8mm CAMERAS

	New	Used
B&H 134V 12.5e	\$ 89.95	\$ 37.95
B&H 134TA 11.9 Turb	159.95	97.50
B&H 132A 11.9 Mag. Turb	159.95	116.95
B&H 252 12.5 Monitors	59.95	36.95
Bolex C-8 12.8 Year e	89.50	61.95
Kodak Brownie 11.9e	46.75	30.95
Cmo Kodak Bellant 12.7e	84.50	50.95
Cine Kodak Magazine 11.9e	149.50	87.95
Keystone K-32 Olympic 12.5e	79.95	44.95
Keystone Bel Air 12.5 Mag e	89.50	45.95
Revere 88 12.5e	74.00	30.95
Revere 84 11.9 Turb	147.50	82.50
Revere 40 12.5 Mag e	99.50	50.50
Revere 44 11.9 Mag Turb	154.50	90.95

8mm PROJECTORS

	New	Used
B&H 221 500 W Case	\$ 84.50	\$ 43.95
B&H Revere 500 W Case	179.95	89.95
Dr Jnr 750 W Case	159.50	72.95
Keystone K70C 500 W Case	69.50	38.95
Keystone K95 750 W. Case	119.50	65.95
Revere 85 500 W. Case	124.50	55.95
Revere 90 750 W. Case	159.50	84.50

ROLL FILM CAMERAS

	New	Used
Kodak Chevron 12.5 RF 800 MX*	\$195.50	\$117.95
Kodak Medalist II 12.5 Ekter e*	304.75	182.95
Polaroid Pathfinder 14.5 RF	249.50	144.95
Super Ikonta A, 12.5 e*	99.00	62.95
Super Ikonta B, 12.8e*	139.00	89.95
Super Ikonta BX 12.8 Tessar RF e	163.00	98.50

SLIDE PROJECTORS

	New	Used
Argus PB 308, case e	\$ 48.50	\$ 23.50
Argus Automatic 300e, case	66.50	34.50
Goldie Manumatic 300 W.e	58.50	23.95
Goldie Coronet 300 W. case e	44.75	20.95
Goldie Reflex 300 W. case 2 1/4e	86.50	47.95
Kodaslide Signet 500 We	72.50	44.95
LaBelle 75 Remote 500 W case e	154.95	93.95
Revere 555, 500 W.e	79.50	48.95
Revere 680, 500 W.e	119.50	67.95
TDC Headliner 300W e	49.99	26.95
TDC Streamliner 500W e	84.50	46.95
TDC Due 300e, 2 1/4x2 1/4	67.50	30.95
TDC Model D, 300 W.e	67.50	30.95
TDC Stereo Projector 500W e	169.50	87.95

(Symbols: RF Coupled Rangefinder, e Coated, * Flash Shutter)

Highest TRADE-IN ALLOWANCE - Only 10% Down - EASY TERMS!



Peerless' 92 Page Catalog - New 1956 EDITION!

Bigger and Better Than Ever! Complete, Illustrated with Full Descriptions!

You'll find the Greatest Array of:

* Domestic and Imported Makes and Models * Thousands of Versatile Photographic Accessories! * Peerless Exclusives and Special Purchases! * Current New and Used Prices * Plus Tape Recorders, Binoculars, Audio Equipment

* Thousands of Ideal Gift Suggestions!

ORDER YOURS TODAY! ONLY 10¢ PER COPY! 25¢ BACK ON 1st PURCHASE!

PEERLESS CAMERA

415 LEXINGTON Ave. at 43rd St. N.Y. 17
Opposite Grand Central Terminal - MU 7-1000



Prices Slashed on Top-Brand 35mm Reflex!

LATEST 1956 MODELS!

Save \$99.55! Brand New! Imported

Praktica FX

With f3.8 Coated Pre-Set Tessar Lens Synchronized for Flash & Strobe!

* Total-Plane Shutter, With Speeds from 1 to 1/500 Second A \$149.50 Value!

* Automatic Film Transport Peerless Priced at Only...

* Interchangeable Lens Mount

* Double Exposure Device

Brand New Praktica-FX with:

12 Coated Taylor Hobson Cooke... Value \$320.00... 77.99

12 Coated Pre-Set C.Z. Lens... Value \$220.00... 94.83



Only Peerless Can Make this Amazing Offer!

Great Peerless Exclusive!

Save \$46.00! Brand New! Imported

Welti-1 35mm

Camera Outfit

* CAMERA * CASE * FLASHGUN

With f2.9 Coated Trioplan Lens

All 3 For Only...

29⁹⁵

List \$75.95!

* Parallax Corrected Viewfinder * Built-In Flash Synchronization

* Shutter Speeds to 1/200 Second

* Automatic Exposure Counter * Double Exposure Prevention

Shipping Weight: 5-Lbs.



PEERLESS EXCLUSIVE at a NEW LOW PRICE!

SAVE \$47.55! BRAND NEW! GERMAN IMPORTED!

Latest Peerflekta II

TWIN-LENS REFLEX CAMERA WITH f3.5 COATED LENS

Manufactured by one of Germany's finest camera works!

* Built-In Flash Synchronization * Nine Shutter Speeds * Double Exposure Prevention

Shipping Weight: 7 Lbs. Value \$69.50!

21⁹⁵



Great Value-Packed Combination Offer!

SAVE \$44.03! BRAND NEW! SPECIAL PURCHASE!

Thrill-Lite IIX Outfit

COMPACT ELECTRONIC FLASH UNIT

Complete With AC & Battery Pack!

* Costs Less Than One Per Flash

Shipping Weight: 7-Lbs. List \$84.00!

39⁹⁵

PEERLESSCAMERASTORES

415 Lexington Avenue, New York 17, N. Y.

Dept. M-2

☐ I WANT TO BUY

☐ I WANT TO TRADE

☐ Send New GIANT CATALOG. Enclosed find 10¢

Cash ☐ M.O. ☐ C.O.D. ☐

☐ Time Payment 10% Down Enclosed

NAME

ADDRESS

CITY/TOWN


STATE

NO. 2
of a
Series

THRU THE FILTER

Many ask us... "just how does the average photo fan know which brand of filter to buy?" That's a pretty rough one to answer, being prejudiced of course. But we try to point out a few of the things that the eye can't see, but the film does.

For one thing, we all know that a filter is supposed to change the color of things... that is, it changes the color of the light reflected off the subject, to balance it to the film's color characteristics... or to create certain toned effects. But, while it changes COLOR, it should not change the SHAPE! That's where plano-parallelism comes in. This means, simply, that the two sides of the filter are perfectly parallel, and flat... an often mis-quoted term. And if your filter isn't plano-parallel, it's like adding another element to your lens. This raises havoc with a delicately balanced optical system that you pay so much for. The result... distortion!

THEN THERE'S COATING: There are all sorts of "coatings"... they all look alike... but, the best coating any lens (and certainly, filters) can have is a tough  coating that kills glare and also protects the finely polished glass surfaces!

AND HOW ABOUT THAT THING CALLED "TRANSMISSION CURVE"? Most filter makers actually shy away from the term... because it's the toughest test of all! Some filters don't even carry a numerical designation similar to the film manufacturers' specs... because they don't want to be held up for comparison. As a matter of fact, these filters, particularly the so-called "solid glass" type, actually vary from filter to filter like "dye-lot" woolsens! So how do you know what you've got?

In filters, the integrity of the manufacturer is probably the only safe way to make your choice. And if you check, you'll find that Tiffen is, bar none, the world's largest manufacturer of filters and lens accessories. No wonder that Tiffen is distributed coast to coast by the finest dealers in the nation... with a Lifetime Guarantee that has "no strings attached"!

Incidentally, did you know that Tiffen has another FREE service for the picture-taker? It's our new COLOR-CLINIC, to whom you send your "problem" transparencies, plus the data about time of day, film type, camera and lens used... and a self-addressed envelope. You'll get an expert analysis, plus recommendation on how to improve your stuff. It's another exclusive Tiffen service!

If you'd like more information about the finest filter made, Tiffen HI-TRANS FILTERS, write to:

Tiffen MARKETING CO.
Roslyn Heights, L.I., N.Y.

In Canada: ANGLOPHOTO, LTD.
Toronto Vancouver Montreal

modern STEREO

by HAROLD R. LUTES

That stereo slide may be exciting to you, but will it put your audience to sleep? Here's the remedy.

How many times have you been urged to look at the latest stereo shots taken by an enthusiastic friend, only to be bored to death? It seems to happen far too frequently. Maybe you can credit it to a guy who just doesn't know a good picture from a bad one. Often, however, the problem is not a visual but a psychological one. As a matter of fact, you may be pulling the same stunt yourself without knowing it.

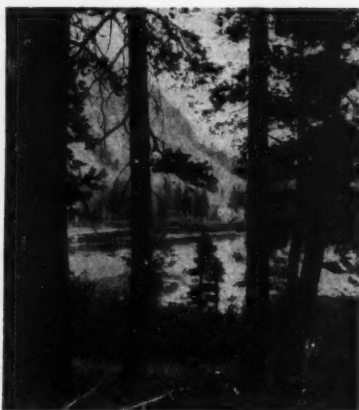
Let's take an example. Suppose you're on vacation or off on a weekend jaunt. You take a picture of some green trees near the lake (*photo 1*). You sniff the clean air, feel the warm sun. Every time you see the slide in the future, you'll imagine you're there—clean air, sun and all—a nice warm, glowy feeling. But it leaves your audience cold. Maybe they spent the vacation or week-end at the seashore. And without your memories, all they see is a rather dull picture of faraway objects. Oh yes, there is a boat or two on the lake and some interesting trees—way in the background. Because you say it's a terrific picture, they strain their eyes looking at these distant figures. It just doesn't come off. Your audience goes home saying the same thing about your pictures that you've

Don't get me wrong now. I'm not telling you to stop taking similar sceneries on your vacation. But I am suggesting that you may be able to take them in such a way that they will be interesting to people who are not as familiar with the subject as you are.

Let's get back to that vacation or week-end stereo slide again and see what we can do to make it more palatable to those who weren't there.



2. Fifty feet closer to the lake than in photo 1, we have a more pleasing composition which is easier to view in 3D. Still it's not perfect.



1. Nice lake, beautiful trees, warm sun—but it just doesn't come off in stereo for the average viewer.

said about others—he's a nice guy, but his stereo slides are certainly boring.

You don't believe me? Take a good, non-partisan look at your favorite slides. How many of them are your favorites because they remind you of something that only you and not the audience can experience? Alas, you'll probably find a lot in that category.

Photo 2 is also a picture of the lake. It was made about 50 feet closer than the first shot. Now we have a picture with some trees, boats and the lake, but we have a simpler natural composition, pleasing to look at, even though it lacks a live, human element or interesting foreground material for added depth. But the boat subject matter is close enough now to see without strain. In 3D, the shot really comes across nicely. It's better than *photo 1*, but, well, not anything that's going to astonish your audience. But we're making progress along the right line.

In the foregoing two shots, we haven't tried to tell a story. The slides need some sort of vocal explanation, "Oh yes, the first boat is the one I took out fishing each day," or words to that effect. This is our story line which the picture lacks. Obviously, if we can include the story line in a picture so that the picture tells its story completely, we'll have something better.

Photo 3, page 119, is a lucky prize-winner. The day was foggy and damp, the wharf was dirty and smelled of fish, and the boys were strangers. I shot the picture in 2D and 3D, and in contests it's been successful in both

(Continued on page 119)

the cameras for

Color



**ROLLEI
CAMERAS**

The same features which have made ROLLEI cameras unequalled for black and white photography also make them supreme for color . . . full picture size ground glass viewing, in full color, before and while shooting . . . finest quality, color-corrected Schneider and Zeiss lenses . . . high precision Synchro-Compur shutters with LVS scales . . . large, *practical* $2\frac{1}{4} \times 2\frac{1}{4}$ negative size, best for black and white, with provision for adapting for 35 mm . . . *plus* many exclusive operating conveniences. See them at your dealers to-day, or write for literature.

Burleigh Brooks, Inc. 10 West 46th Street, New York 36, N. Y.

West, Alaska & Hawaii: **PONDER & BEST, INC.** 814 North Cole Ave., Hollywood 38, California



LEARN THE SECRETS OF AVAILABLE LIGHT PHOTOGRAPHY FROM THIS NEW BOOK BY 10 EXPERTS!

The dramatic, exciting pictures you've seen in magazines, newspapers and books—pictures that were shot under “impossible” lighting conditions—are not accidents! They were taken by photographers who know how to handle the outstanding photographic technique to come into widespread professional use in recent years—available light, the conditions the photographer finds at the scene.

Natural lighting enables you to work quickly and candidly. It gives you powerful pictures. Yet it is easy to use—if you know how. The successful methods of handling existing light have been locked in the minds of top professionals until now. At last, they are an open book, a book called *Available Light and Your Camera* that is shattering precedent by publishing information never before gathered in one volume!

In this historic volume, you get the facts by experts who tell you in simple, concrete terms how they work and how their methods can be adapted to your camera, your special interests and your working conditions. They tell you how to take advantage of available light wherever you go, even at night, and how to expose and develop for best results. This book is for the amateur, the hobbyist, the professional. It will change your photographic future.

\$5.00

An illustration
from the book.
Photo by Burt Owen.

**HERE'S WHAT YOU
GET IN THIS
GIANT-VALUE BOOK!**



FRITZ HENLE, travel and industrial photographer, on *Available Light Around the World*
SUZANNE SZASZ, magazine and book illustrator, on *Available Light and the Child's World*
SAM FALK, New York Sunday Times staff photographer, on *Available Light and Newspaper Features*

DAN WEINER, magazine illustrator and photojournalist, on *Available Light for Portraiture*
HENRI CARTIER-BRESSON, world-famous photojournalist, on *Available Light in Photojournalism*

MORRIS GORDON, staff photographer for Western Electric, on *Available Light for Industrial Photography*
JACQUELYN JUDGE, Editor of *Modern Photography*, on *Available Light Today*
BURT OWEN, magazine and advertising illustrator, on *Available Light in the Home*

RALPH BAUM, photoillustrator for America's top professionals, on *Developing Available Light Negatives*
HERBERT KEPPLER, Asst. Managing Editor of *Modern Photography*, on *Equipment for Available Light Photography*

PLUS

Film-speed comparison tables, developing formulas and 90 illustrations (the pictures editors paid thousands of dollars for and stories of how they were made)

Fill out the coupon below, tear out the ad and take it to your local camera store. Your dealer will be happy to supply you with the book or order it for fast delivery if he does not have it in stock. If you live in an area without a camera store nearby, you can order the book direct from us by sending the coupon with check or money order to the address below.

AMPHOTO, Dept. MP2, 33 West 60th St., New York 23, N. Y.

Amount inclosed.....

Name

Address

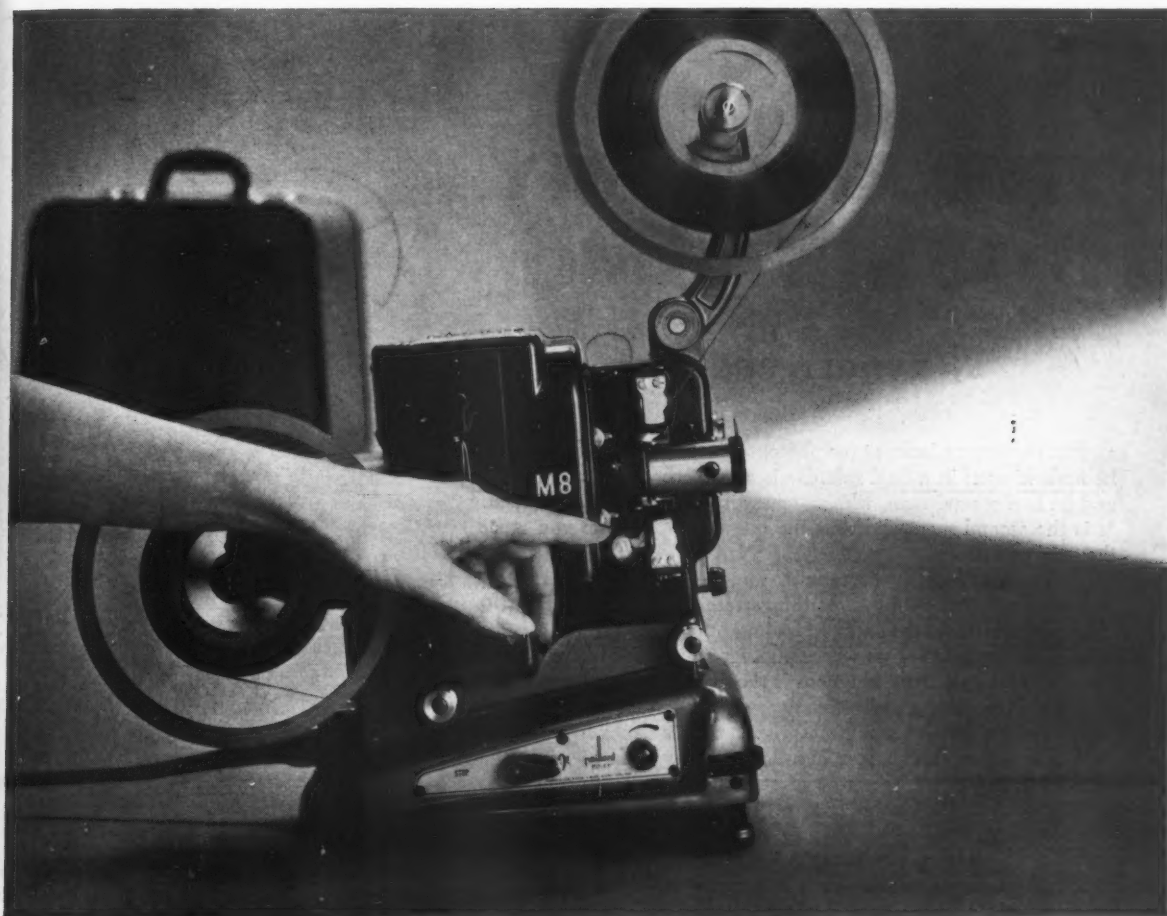
City..... Zone..... State.....

PLEASE NOTE: All orders are shipped postpaid. No C.O.D. Add 3% sales tax for all orders to be sent to New York City. Add 10% for delivery outside U.S.A. except A.P.O. numbers. Allow approximately 10 days for delivery. Books may be returned within 5 days for refund.

The
trad
8 m
The
— is
Gua
can
bad
is o
Ask
othe
ity c

Fin
FEBRU

Bolex Swiss precision a marriage of skill and science



Your film never breaks, your movies are never interrupted — when you use the Bolex M-8 with this exclusive 'FilmGuard'. Note that the bottom loop can never be lost—even when the Bolex M-8 is run with the gate open!

New Bolex M-8 *safeguards your prized films*

The new M-8 projector — Swiss precision-crafted in the famous Bolex tradition — brings new brilliance, control, and film safety to your 8 mm projection.

The exclusive 'FilmGuard' device — shown in actual operation above — is one of the many unusual features that sets the M-8 apart. 'FilmGuard' gives positive protection against film breakage. The film loop can *never* be lost. A gentle, even tension is maintained even when bad splices and torn perforations pass through — even when the gate is opened for cleaning while the projector is running!

Ask your Bolex Dealer for a demonstration of 'FilmGuard' and the other important M-8 features listed here. See what Bolex Swiss quality can mean to you — in terms of performance, protection, economy.

BOLEX
A PAILLARD PRODUCT

NEW BOLEX 8 mm PROJECTOR FEATURES:

- extra bright 25 mm F:1.5 high-speed projection lens
- special condenser system for brightest 500-watt illumination
- advanced temperature control system
- lamp unit swings out for easy lamp replacement
- "snap" threading cuts film handling to a minimum
- exclusive ultra-rapid claw mechanism holds image rock-steady
- take-up reel is driven directly from the motor—without belts
- 400-foot rewind in 15 seconds; automatic stop at end of rewind
- single switch operates motor, lamp and room lights
- independent height adjustment and picture leveling
- image can be framed without altering picture's position on screen
- gate opens a full inch for easy film threading
- upper spool arm folds to form convenient carrying handle
- new, ultra-modern two-tone styling
- complete with handsome carrying case, only

\$169⁵⁰ INCL.
F.E.T.

Fine Swiss Mechanisms since 1814 • Paillard Products, Inc., 100 Sixth Avenue, New York 13, N. Y.

THE ANATOMY OF CHARM

by RUDOLF ARNHEIM

AS THE PROFESSOR looks at the photographs that decorate this issue he finds himself in a dual role. He is a man who looks at women; and he is a second man, who watches the first looking at women. It is the second man who asks the question: "Why do you react the way you do?"

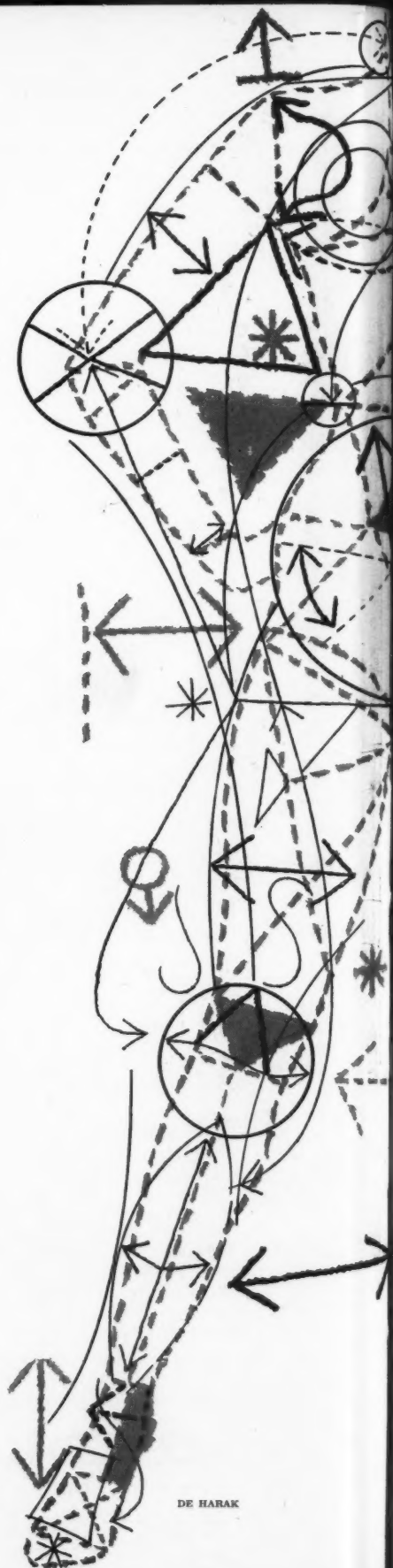
One cannot hope to discover *why* men—and, for that matter, women—are attracted by some things rather than by others without penetrating into the badly lit realm of the brain and the glands. These, however, are areas where photographers fear to tread, and rightly so because their kingdom is the visible surface. Many psychologists take a dim view of surfaces. They hasten to get beyond them. But they have to admit that when a man is struck by a picture it is the picture that strikes him so that they need to study the picture if they want to know what visible properties make the brain spark and the hormones flow.

What, then, is the picture's magnetism? Is an attractive photograph nothing but a signal that calls up memories of happy fulfillment? Is it a grayish document, insignificant in itself but drenched with associations? Or does the particular arrangement of shapes and colors, of lights and volumes exert the charm? The photographer, presumably, will hold this latter view, and if he wishes to convince the psychologists by elaborate speech from their own textbooks he may remind them that nature has keyed the animal instincts to definite colors and shapes, to which response is made automatically, often without need of learning. The male, be he a stickleback, a herring gull, or a professor, may be full of desire but he cannot react unless his senses signalize the proper stimulus.

It is not a matter of how much and what you see. An ancient tradition, reconfirmed every day, tells us that hiding is the spice of exposure. Snapshots taken in nudist camps demonstrate that the sight of the human body as such may excite hardly any vibration, and this not only because the bodies thus exposed tend to be grade B or C. The main cause of the disappointment is rather that the picture language has not been called up to sing the praise of the portrayed object. Defaced by the merciless shadows of the midday sun stands the chalky creature against a foil of pathetic shrubbery, and no vivid recollections of pleasure will make up for the absence of an inspiring presence. On the other hand, look at

(Cont.)

Rudolf Arnheim, noted author of Art and Visual Perception, Professor of Psychology at Sarah Lawrence College for women, has carefully analyzed his own reactions to the human form.—H. K.





THE DECEIT OF GLAMOUR

by EARL WILSON

FOR YEARS, I've been writing the word "glamour" two or three times a day—thinking I knew what it meant.

I didn't think I knew *exactly* what it meant, but I was reasonably sure that whatever it was, it never had many clothes on.

Then one day recently I broke a rule of mine and looked up the word. Yeah, that's right, in the dictionary. Were you ever so reckless, so adventurous? Ten to one *you* don't know what glamour is; 20 to one this little old definition I found is going to be news to you, too.

Ready?

"Glamour" or "glamor," according to my half-ton Funk & Wagnalls, is "Some charm or enchantment operating on the vision and causing things to seem different from what they really are, as, for example, a haze or other softening atmospheric effect; a magic spell; witchcraft."

Well, well! Though this definition is strictly for glamour and refers not at all to glamour photography, I ask you, please, to observe certain parts of it. . .

"Some charm or enchantment operating on the vision. . ."

I don't think they mean a dirty lens. Maybe a filter, huh? Let's go on.

"Causing things to seem different from what they really are. . ."

Making a flat-chested chick look like Marilyn Monroe or Jayne Mansfield, for instance, hey?

"As, for example, a haze or other softening atmospheric effect. . ."

I declare! Sure as shootin', that's bounce lighting.

Actually, though, glamour photography is in that definition somewhere. It means making girls (or even men) look like what they're not—that is, look better than they really look—by certain little deceitful photographic tricks which are so abhorrent to all good honest people that I wish I knew many more of them. Using a clothespin on the back of a gal's sweater to make the front of the sweater look tighter and fuller, or applying some adhesive to the busts to deepen the cleavage, are cruder examples of the horrendous practice to which I refer.

It might appear to you that I associate the bosom with glamour.

In 99 mentions out of 100, yes. However, Audrey Hepburn, who has no bosom, is glamorous, and so is Tony Martin, who has no

(Cont.)

Earl Wilson, widely-read syndicated newspaper columnist, has given much thought and editorial space to the all around aspects of the female form. He is an amateur photographer.—H. K.

ARNHEIM: The Anatomy of Charm.

the girl resting her cheek on her shoulder in Halmi's photograph on page 124. No censor would object to this picture although it speaks plainly of the charms of playful love. The girl is reposing but without abandon. The touch is light, the arm pillows the cheek without squeezing it. There is intimacy of contact but no smothering pressure. The diagonal of the cheek gives in but the vertical of the neck is straight with independent strength. There is a play of opposites throughout. The retreat into the shadow is counteracted by that flattering attention directed toward the side of the bright light. Perhaps after watching her awhile one will feel suddenly that she looks hunchbacked. She has arched her shoulder for too long, and ungratefully one turns the page.

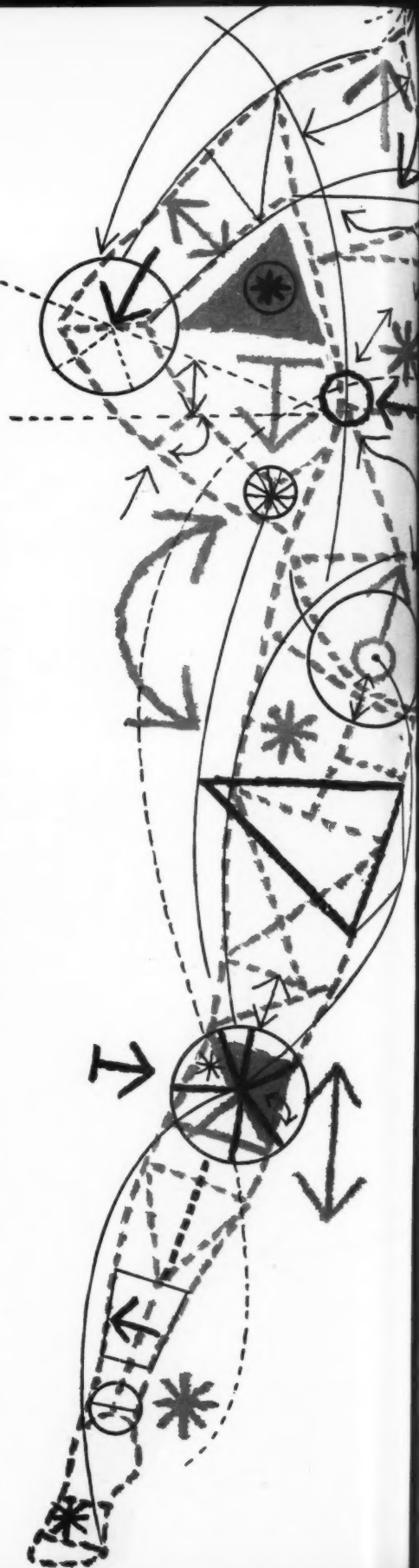
Halmi's model, the professor assumes, was attractive and contributed her share to the picture. But what we see is not she. It is that round of swinging black and white shapes in which a girl's image is reflected. The charm, it seems, lies in the form the body assumes, not in the body itself. Why, then, are forms charming and which forms are?

If we ask the art historian he will tell us that the conscious search for beauty has been a search for proportion. The man with the measuring tape at our beauty contests has a long tradition behind him. Nowadays the prescribed measurements of the queens are nothing more than the industrial standardization of what has been found to be pleasing. This was not always so. The secret was assumed to hide in the numbers themselves: just as musical harmony could be shown to depend on simple spatial relations, so simple numerical proportions were believed to govern the limbs of a perfect human body.

There is indeed a harmony in numerically simple proportions; but it shows up more convincingly in rectangles than in the human figure, and few photographers spend their time on taking pictures of rectangles. The human figure embroiders the basic straight-line skeleton of verticals and horizontals with complex patterns of shape. Also the objective proportions tend to vanish when the model does not stand at attention for an anthropometric photograph but has her limbs twisted by the arts of action, gesture, and perspective foreshortening.

Nevertheless, proportion deserves interest because it reminds us that one of the criteria of beauty is harmony. Harmony is a state of peace. Everything goes with everything, there is no tension, no conflict. The situation is perfect and final and arouses no desire for change. Therefore, harmony and symmetry are a haven to which the restless mind retreats. In the contemplation of a perfectly shaped human body our trouble is suspended for awhile. The balance of a symmetrical face, the undistorted curve of an eyebrow, a lid, a lip, indicates an almost legendary state of repose.

Why, then, is the photographer no friend of symmetry? Even when he chooses a perfectly built and made-up model because his aim is the austerity of the ideal—an effect frequently sought in advertising—he will turn the axes and tilt the verticals in order to upset the objective correspondence of parts. He must do so because symmetry is not only the haven of peace but also the terrifying image of death. It is standstill and emptiness. When Paine, in his photograph on page 68, uses symmetry, he deliberately toys with the transformation of the human being into an ornament. The face is frontal and forms an abstract disk (Continued on page 122)





WILSON: The Deceit of Glamour.

bosom to speak of. The tall, skinny, jagged-hipped Powers models who do the high-fashion posing are frequently bosomless, but they are thought by the world to be glamorous. That's why sometimes I want to be out of this world.

When I began taking pictures, my tutor, Gary Wagner, told me always to focus on the eyes when shooting a person or an animal.

Not being very imaginative, I did so religiously. Later I noticed that I got some wonderful pictures of Marilyn Monroe's eyes, a feature of Miss Monroe's makeup about which there has been, up to now, an overwhelming ennui. However, my pictures of her bosom seemed to lack something: I think it was bosom.

"Look, schmo," a professional photographer mentioned to me one day, "get with it. You're focusing on the wrong fixture."

He produced a picture he'd taken. It was a beautiful bosom shot.

"Her eyes seem to be a little out of focus," I commented.

"You want to know something?" he screamed. "You're the first guy that ever noticed she has eyes!"

I tried a new approach in a portrait I made of Miss Jackie Loughery of TV and the movies, the former "Miss United States." I took it with my little Nikon in my living room with my Beautiful Wife, the B.W., helping direct the shooting session. Jackie's eyes may not show up very well, but I hope I focused on the right fixtures.

Of course all bosom shots aren't glamorous; probably most of them aren't. But where there's that haze, that "softening atmospheric effect," that mystery, obtained with shadows, with natural lighting or bounce light as opposed to the flat lighting preferred by many newspaper photographers . . . yup, that's glamour—to me.

To me, also, nudity is *not* glamorous.

Could this be because I've covered a nudist convention and a nudist wedding? Nakedness can have no appeal for me after seeing scores of human horrors romping in the fields and forest. They proved—the fat and the skinny—that nudity in a wholesale lot is not at all glamorous but downright ugly.

I ate breakfast in a nudist camp near Atlantic City and remember that the regular female nudists wore nothing but a few goose-pimples and a vaccination mark here and sometimes there.

But the waitresses, in a rash of modesty, wore little tea aprons which in total area were about as big as the cover of MODERN PHOTOGRAPHY.

And, do you know, the waitresses looked pretty good?

Simply because they were slightly covered, in my opinion. But put a slice of veil around the nude gal, or encase her in panties, or a fur stole that leaves a goodly portion of her protruding, and you've got a start toward glamour. Then there's another garment which I suspect some photographer invented . . . the shortie nightgown. That, and the old reliable pajama top, loose enough for one shoulder to be bare, seem to me to be preferred to pure skin, silken and shimmery though it may be.

Yet I understand many young ladies disagree with me.

"It's strange how many girls like to pose nude," a professional photographer around Broadway told me. Inasmuch as no girl has ever threatened to horsewhip me unless I allowed her to pose naked for me, I listened with tolerance to the fellow.

"They practically beg me," he insisted. "They like to look at pictures of themselves nude, or show (Continued on page 123)"

GLAMOUR HAS FOUR FACES

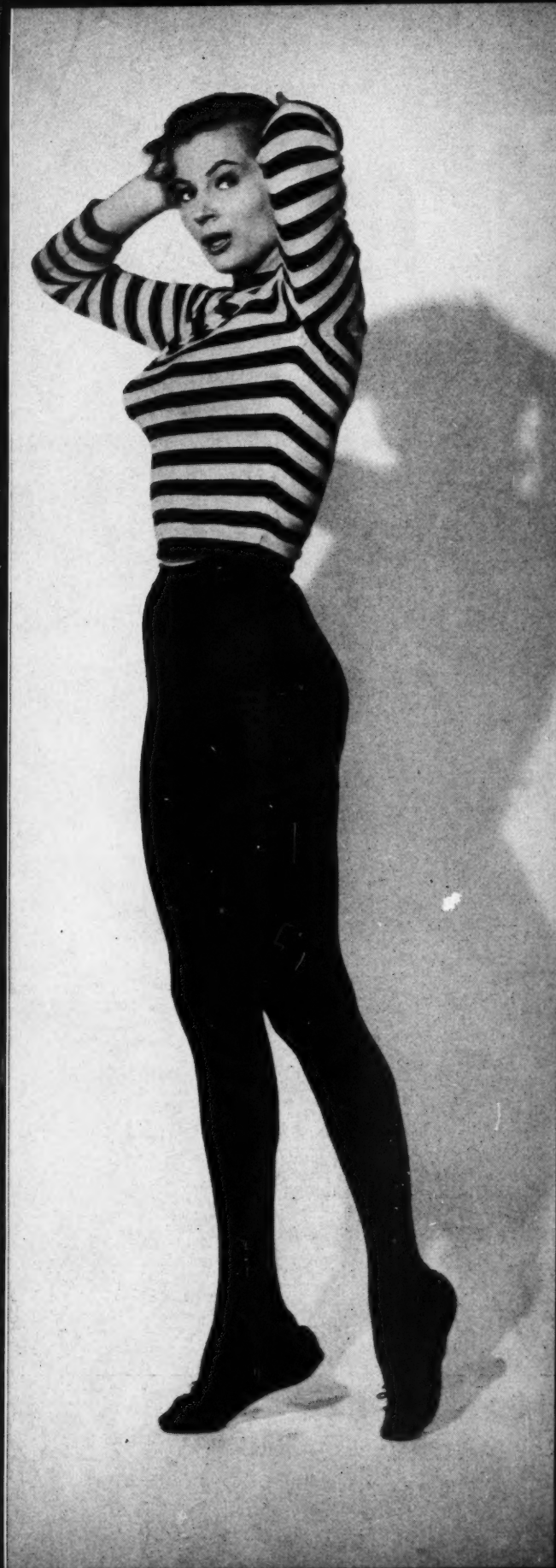
"ANITA EKBERG IS BY FAR the most beautiful girl I have ever photographed. She is a photographer's ideal. How anyone could take a bad picture of her I don't know." These were photographer Ormond Gigli's words after a recent session with the statuesque Swedish actress in which he photographed her as four completely different people: Marilyn Monroe, Rita Hayworth, Grace Kelly and Anita Ekberg. "When Anita began posing, she was no longer Ekberg, she was Rita, Grace or Marilyn. Her whole character changed. She became these actresses," Gigli, who feels that establishing rapport with famous models is essential, minimized his camera, staying in front of it; but off to one side. He chatted with Miss Ekberg while running off ten rolls of Plus-X in his Rolleiflex by the direct light of several 750-watt studio spotlights and a number of 500-watt floods used for fills. "I always like to meet a star or celebrity a day before the shooting session, for coffee or a cocktail," says Gigli. "I must gain her confidence, be able to tease her, break through the ice. She knows what I look like and I know what she looks like."





*A great model needs
little direction. Anita just
"falls" into being
Marilyn Monroe. You tell
her she is Grace Kelly.
Below, she becomes
more like Grace Kelly
than Grace Kelly.*





*Stripes catch the eye,
tights accent the figure.
Anita mentioned she could
dance. So to photograph
Ekberg as Ekberg,
Gigli turned on the
phonograph. Ekberg
swirled. "The poses were
her own," says Gigli.
"I only indicated hand
movements."*





*"When you have a model like Anita,
you can't help taking many
pictures. She just falls into poses
naturally. You record all you can. You
may never have another chance.
I say, 'You are Rita Hayworth.
Play with the pillow, caress it.'"*

A LITTLE ACTION GOES A LONG WAY

WIL BLANCHE has a rather special approach to glamour. And that approach has to do with vitality. Not for him the cold marble type of arranged beauty. He likes to photograph girls who are beautiful (who doesn't?), but above and beyond the call of beauty is life itself—the enjoyment of it and the physical expression of that enjoyment.

Thus, when he took dancer Julie Newmeyer (currently appearing in the Broadway musical *Silk Stockings* and with a dancing role in the movie *Seven Brides For Seven Brothers* to her credit) to the beach, he pho-

tographed her in motion. But the action he used was not of the violent, let's-see-how-high-you-can-jump variety. It was just enough to add a sense of vitality to each picture.

Besides using action in a subtle manner, Blanche also watched his backgrounds carefully. In one case he used the surf for a background, shifting his position so that the diagonal line added impetus. In another he shot up, throwing the horizon line low. In the third case, he used sand for an undistracting backdrop. Thus he kept the viewer's eye riveted on his subject.—J. J.





DIAGONAL LINES of body and surf plus motion of left hand *opposite page* make dynamic, frame-filling composition.

SIMPLE PROP, such as scarf, gave model an excuse for going into little dance step, added feeling of action *left*.

WALK-AWAY shot was taken as model shrugged shoulders, snapped fingers. All pictures taken on a bright, overcast, shadowless day. Photographer used Hasselblad camera, estimates all exposures 1/200, f/5.6.



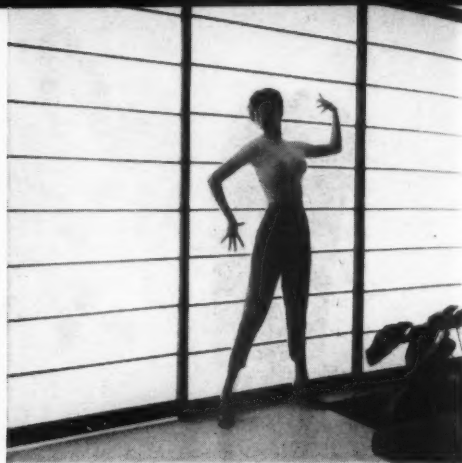
GOWLAND'S HOUSEHOLD POSING CHART...

TODAY THE TREND is toward pictures taken in natural surroundings. The magazine editors now prefer beautiful girls photographed against authentic indoor backgrounds rather than in artificial studio set-ups.

Since my specialty is photographing women, I've had a chance to try both mediums and found that a few minor variations are necessary if one is to glamorize the subject in an "around-the-house" setting, for a housewife going about her home doing dishes, making beds, and sweeping the floor is far from glamorous. Instead, the attitudes, clothing, and poses for our pictures should be those that suggest leisure hours and relaxing moods.

The photographer who uses the home background has the advantage of countless situations at his fingertips with little effort on his part. By just moving from room to room he has props and backgrounds already set-up. The living room suggests pictures on the couch, in an easy chair, by the fireplace, at a window, and even on the floor. In the bedroom, pictures can be made on the bed, by a dressing table, talking on the telephone, or looking into the mirror. The bathroom suggests such poses as getting into the shower or bathtub, or wrapped in a big towel, and so on.

Although you are working with house surroundings, it should be kept in mind that the less confusion in the background, the better. [Continued on page 102]



Widely-spaced limbs are equally good for silhouetted or fully-exposed figure against translucent, overexposed background.



Diagonal placement gives longest figure in any negative format. Bent knee adds contrast to long leg line. High angle is good.



Legs and arms have been placed to follow pattern of stool legs. Pointed toes, straight arms, extended fingers add to effect.

Good "standard" pose. By turning to side, you get full length of leg line and entire body is in same plane of focus. ▽



Good leg arrangement; toes should *always* be pointed. High angle keeps model within confines of simple bedspread background.



Avoid having head and feet at widely separated distances from camera; this causes distortion, makes focusing difficult.



Props always help to add interest, and high kicks are good too. This might have been even better with lower camera angle.



This wastes too much negative area on foreground. Line of leg is lost by being flat on floor, too close to fireplace.



More compact pose lets you come closer with camera, fills negative better. This gay pose is flattering with any kind of costume.

CONTINUED ▷



Bad distortion results if one part of body projects close to camera and far in front of rest. Face is difficult to light at this angle.



If your couch is too high, rest elbows on stiff cushion. Upward turn of face permits soft bounce light to reach it.



Not flattering, but cheerful. Wide spaced feet bring out lines of both legs. Dark couch provides background contrast.

Pensive and cute; here, props are important part of picture, since they permit model to assume air of concentration.



Mirror portrait is simple to take. Bounce flash or flood is best light source as it is non-directional, won't cause glare.



Four-faced girl results from two-mirror setup common to many bathrooms and vanity tables. Focus on model, not reflection.





If your model has pretty hands, make use of them. It's not necessary to show her complete face in every picture.

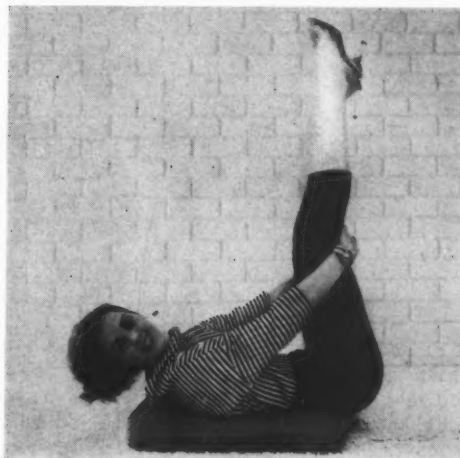


Head thrown back gives lively air and shows model's torso. Pose is good for short-limbed girls, emphasizes leg length.



Poor variation of pose above. Body is foreshortened, due to bending. This might look good from side and at lower angle.

Novelty pose is also quite comfortable. Legs can be straight together, or "kicking" separately. Keep toes pointed in all poses.



Good way to show full length figure in chair. Not for girls with heavy upper legs, but flatters thin underpinnings.



Same pose but different angle. Over-shoulder close-up is interesting variation: it's useful to hide bad neck and jaw lines.



WINGATE PAINE

THERE IS NO DOUBT that these twelve pages of pictures by Wingate Paine will come as a shock to his many colleagues in the commercial field of photography. For this young man is not famous for glamour or beauty pictures. His carefully built, highly successful career in advertising photography, a short eight years in duration, has been based on the situation photograph—the advertisement that intrigues by telling a story.

But even in working out his approach to the situation photograph Paine has been a maverick. His pictures tell a story, but not in the documentary sense. Rather they are abstracts of real situations, as stylized in their manner, as a line drawing by Steinberg is in its. For example: He recently did a situation photograph for a blouse ad. The copy line he was given to work with read: "How I married a millionaire." The picture showed a tasty young lady cooking up a witches' brew. A pot, a bottle marked "Elixir of Love" which she was pouring into the kettle, plus a spoon in the other hand, resulted in an eye-catching illustration. And this is the kind of picture with which Paine is usually identified.

But to say that he is a stranger to glamour would be wrong. For he cheerfully admits that he got into photography because he liked taking pictures of beautiful women. This seemed to him the most intriguing, the most interesting subject matter that any red-blooded young American would or should be interested in.

Before he decided to make photography his career, Wingate Paine had been slated for a life in the business world. An honor graduate of Yale, he spent his first years out of college working as vice-president and general manager of a small business. World War II and service as a Captain in the Marine Corps interrupted his career. Then, as so many other young men did, he took stock of himself and decided to change the direction of his life. (Continued on page 72)

by JACQUELYN JUDGE

THE COLOR PORTFOLIO IS

a virtuoso performance in posing, lighting, use of color. To dispense first with technical details. Paine used natural light for all of these shots. They were all produced in his studio (see text for detailed description of his working arrangements). All were made with an 8x10 view camera and Ektachrome, Daylight Type, film. The backgrounds are seamless paper of various colors. The first picture, right, long was Paine's favorite of the thousands he has taken. However, in the course of preparing the illustrations for this story, he made another photograph of the same model (this in black-and-white), with which he feels even happier. (See page 77). His reasons for liking the picture at right are found in the straight-on expressive eyes, the provocative flicking tongue, and the position of the hands. The synthesis of these elements makes for a picture which would be less powerful if any one were missing. The girl with the watermelon (next page) is striking for the use of reds and pinks (a favorite color combination) and the exactness of design. The can-can shot which follows is remarkable for its spontaneity and richly saturated color. The last photograph, once again a study in pinks and reds, once again demonstrates a Paine trademark—the unusual use of a natural gesture to evoke a mood.











"A WOMAN IS ALWAYS PART child and I try to get that feeling in my pictures" says Wingate Paine. Here are two studies of fashion model Suzy Parker. In the one above she appears sophisticated. "But that is Suzy playing at being sophisticated," says the photographer. The sitting was done because she wanted a picture for her personal use. The color shot with its questioning glance is more satisfying to Paine.

PAINE (cont.)

He remembered that before the war he had taken a series of career aptitude tests, and that the results had shown that the only career which would satisfy all of his qualifications would be architecture—the aptitudes included a good sense of business, creative ability, the visualization of a finished job, mechanical gifts, a sense of precision.

But the prospect of returning to college for another education, the years of apprenticeship, seemed overwhelming. While he was trying to make up his mind, he was thrown into contact with a number of people working in commercial photography. He bought a camera, and took a number of pictures of women he knew. People liked them. So he took private lessons to learn developing and printing. In looking at what was being published, he decided that the field of fashion offered the most creative and satisfying possibilities. And one in which his “aptitudes” would fit.

Now he has made his mark in the photographic field. He has won an Award of Distinctive Merit in the 1955 Annual Art Directors Show. Of the 50 best ads for 1954 chosen by the American Institute of Graphic Arts five were his. Four of his photographs were reproduced in the 1955 *Graphis Annual*. His ads have appeared in too many magazines to list.

The Wingate Paine studio is located in a penthouse in midtown New York. One entire wall is made of glass, as is most of the ceiling. The shooting area is a space approximately 15 feet square at the end of a long room. The wall facing the window area is painted white to reflect light back into the picture area and even it out. At times he covers this wall with dark paper to cut the light for contrasty pictures.

He uses the back wall for backgrounds, putting up sheets of seamless paper of various tones.

Although he is familiar with several sizes of cameras, his favorite is the Rolleiflex, which he uses for almost all of his black-and-white work. An 8x10 view camera is called upon for color work most often, since Paine's clients prefer the large size transparency.

Although he employs a darkroom man, Paine is no stranger to developing and (Continued on page 129)



THE MANY SPLENDORED FACETS

of woman are demonstrated by the photographs of Sandra Brown on these and the following four pages. Of the picture above, Wingate Paine feels that “She’s crouching behind leaves in a forest, surrounded by little creatures, Disney animals. A gentle faun seems to be curled up nearby. And Sandy is peering at me, at you, at all intruders in this fairy garden. I think I feel this way because at times Sandy seems more creature to me than woman.” Paine feels

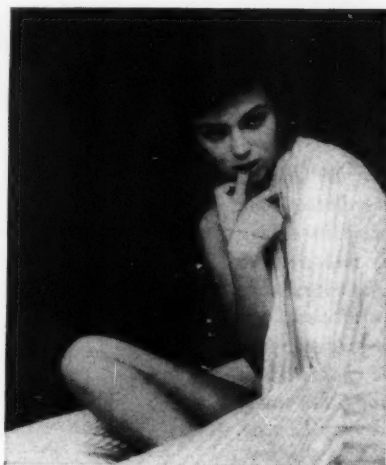


that it is impossible for a photographer to do a worthwhile picture if he does not derive some inspiration from the subject. And in taking pictures of people it is especially important to know them well enough to find the expressions that will result in a visualization of character. The portrait is a peculiar challenge. Since it is a study of a person, it should be characteristic of that person; yet, every individual has many variegated expressions. And each may be true. Which is the most true?



Above, Sandy is aware of the unseen man to the left, and she knows he is aware of her.

Pose, expression, thumb-in-the-mouth all add up to the listening half-child, half-woman.



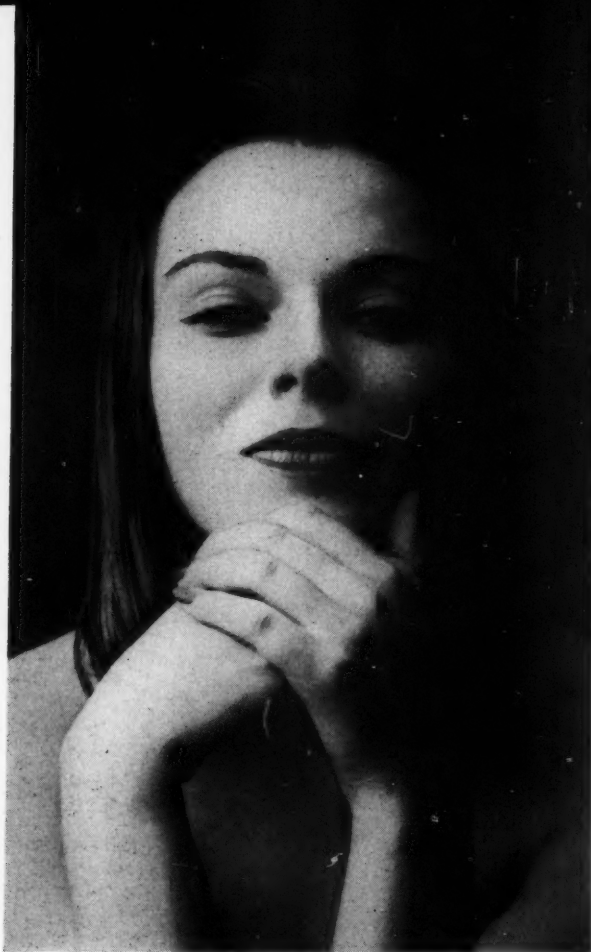
Here she uses the pillow to flirt behind, much as another woman might use a fan.



*She stops, mid-way
in adjusting a sheet,
to listen intently.*

*Her hair slightly tous-
led, she hides what may
very well be a laugh.*

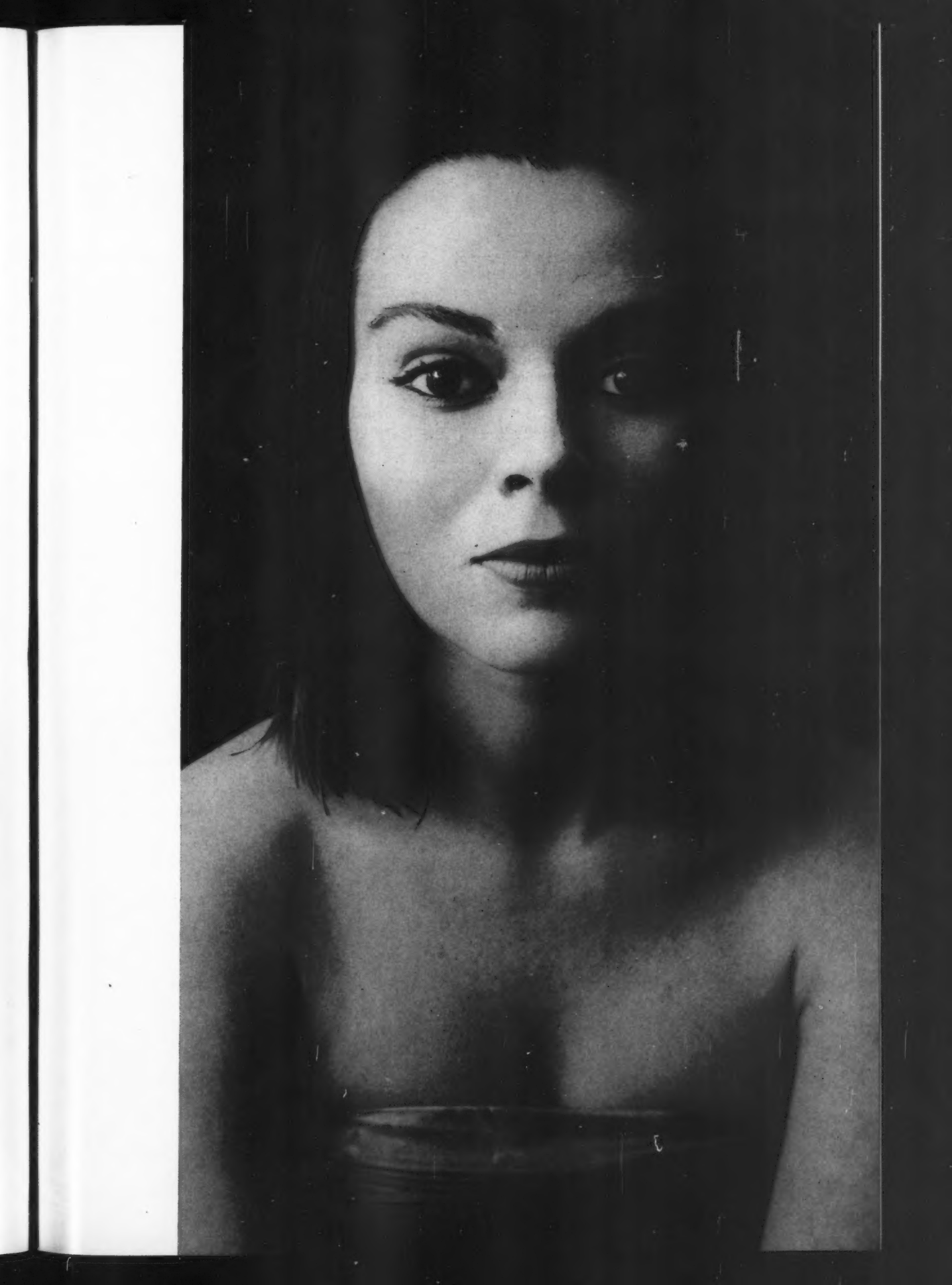




CLIMAX: ETERNAL WOMAN

in these three photographs out of any special time or place. "I wanted this to be an important picture—and so I made it as stark as possible," says Paine. A careful coiffure gave way to wet hair plastered close to the head to reveal its fine shape. A dress was eliminated in favor of a sarong, which added the connotation of a primitive society. The make-up was simple. "Not all moods are of equal importance," says the photographer. The thumb playing against the cheek, above, or the provocative quality of the head thrown back, right, do not compare with the straight-forward, level portrait, opposite page, which says very simply "Here I am. This is me." This, to Paine, is the most successful picture he has ever done. He believes it says exactly what he wanted it to say.





FOR GLAMOUR: TRY NATURAL LIGHT

ANYONE who thinks of glamour portraits only in terms of spots, floods, and other indoor lighting paraphernalia, is missing out on the greatest light source of all—plain old daylight. And, as Robert Halmi shows here, it can offer as many facets and varieties as a studio full of lamps. Of course, you can't get them all in one sitting, and some natural lightings have a few pitfalls to be avoided. On these pages you'll find six quite different kinds of natural light, with some detailed information about how to use them.

Notice one thing about Halmi's pictures: back-

grounds are either simple or non-existent. In those cases where the exposure was for a face in shade, he counted on over-exposure of the bright skies to eliminate them, used a low camera angle to take advantage of this. Where the exposure was for a brightly lighted face, he aimed the camera down, made use of a light and shade pattern on the sand. This attention to backgrounds is an important part of natural light portraiture, for usually you have no way of controlling the background light and must pick camera angles and exposure to make the best use of what is available—J. W.



HIGH BRIGHT SUN is no light for glamour portraits—but you can quickly and easily convert to soft but bright shade by simply turning your subject around. There's lots of light, particularly if you have nearby natural reflectors, such as sand, snow, or light-colored walls and pavements. With medium speed films, try 1/100 sec. at f/8; with fast films, 1/100 at f/11 or 1/200 at f/8.

If you use an exposure meter, hold it close enough to the face so that direct sun doesn't throw the reading off. Since the camera may be aimed fairly close to the sun, a lens hood is a must to keep stray rays out of the lens. By posing this girl on a sand hummock and using a low camera angle, Halmi hid the lower part of her body, eliminated background problems.

WINDOW LIGHT is wonderful for portraits of anyone, including glamour girls. Look for "north" light; avoid bright sun. For soft, even lighting, place your camera between the girl and the window, let her look at or near the lens. Shadow effect and contrast increase as you move the camera to one side and turn the girl away from the light, reaching a maximum at 90 degree angle, as here.





LOW SUN of early morning or late afternoon is quite usable for direct illumination. Since it is highly directional, the effect is about the same as when using a single photoflood indoors—strong sharp shadows, brilliant highlight areas, few middle tones. Low sun permits a wide variety of different lightings. By just turning the girl in various directions you get a range from flat, full face light, through angles which give different degrees of shadows and modeling (*above*), to accent back lighting (*left*). Full back lighting is difficult, because the low sun will shine into the lens unless the model blocks it out completely. It's very important to use a lens shade. This is not a particularly flattering type of light, due to its harshness. But you can tame it a bit with a reflector to bounce some light into the shadow areas—even a large white towel or newspaper will help to reduce the excessive contrast range.

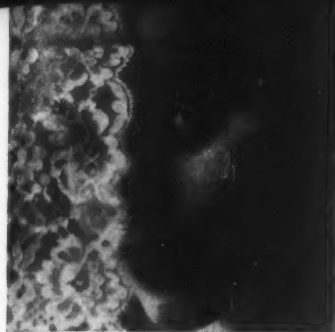
IN THE SHADE is the place to go when you want the picture mood to be somber, the light directional but diffused, the shadows deep but not harsh. Many people think that pictures in the shade will be "flat" and contrastless. Actually, they can have a very wide range of tones—it all depends on how you place your model and camera with regard to the light. Keep in mind that shadows will appear to be at a minimum when the camera is between the light source and the girl, and will get progressively deeper and stronger as the camera is moved off at an angle and the subject turns. Better use an exposure meter; this light can be deceptive.



BRIGHT OVERCAST day provides light which permits the greatest freedom in choosing pose, subject action, and camera direction. The light is bright (try 1/100 at f/11 with films having an exposure index of 100; open up to f/8 for a back-lit shot, *as below*). It's a searching light (perhaps too searching for some people's comfort), producing negatives rich in detail and with wonderful middle tones.







PROPS AND TRICKS FOR GLAMOUR

BURT OWEN DOESN'T combine props and darkroom tricks with his glamour shots just for the fun of it. He finds that they pay off in pictures sold—for record album covers and book jackets. And none of his techniques is beyond the reach of the average darkroom worker. The props are relatively inexpensive, and the materials for darkroom manipulation are seldom more than a few dried leaves or a piece of tracing paper. Some of Owen's pictures were made deliberately for darkroom techniques; others were adapted to them. The effects evolved are endless.

"First," says Owen, "you must find a girl." In looking over Owen's choices, you'll notice a particularly healthy freshness. Few of the girls have the artificial, super-sexed slithery look often seen in the work of other glamour photographers. Owen's models seem as if they were the girls living around the corner (as a matter of fact, you may find your model there). Some of Owen's work is done in his city studio with professional lighting equipment, but many of his best photographs evolve from weekend photo sessions in the basement of his suburban home, where Burt has set up a typical, small amateur studio, with seamless backdrop, small floods and spots (although he frequently uses window light). He favors a Rolleiflex and a Super D Graflex with 190mm lens and $2\frac{1}{4} \times 3\frac{1}{4}$ roll film back. This latter camera and lens combination allows him to remain somewhat distant from his subject, yet it enables him to fill the negative area with minimum distortion of features. He advises camera owners who have fairly short focal-length lenses, such as on twin-lens reflexes, to beware of excessively prominent chins and necks when working close. "If you're shooting at nose level," says Burt, "and the model tilts her head back, you are in danger. So, with such a camera, at a three-foot camera-to-subject distance, try to keep the girls' heads on an even plane with the camera." On these six pages, we've assembled ten variations of props and tricks devised by Burt Owen. Perhaps they can add a bit more glamour to your own glamour photographs.—H. K.

FOREGROUND PROPS: An old, ironstone picture, a strip of lace or ribbon, or even a doily can be used as an effective foreground prop. Three dimensional objects, like the pitcher, can add depth to a picture. Owen deliberately kept it blurred by focusing on the girl's eye through the handle and used an f/8 stop with his Rolleiflex. Lighting was bounce flood. Burt first took a number of shots with the girl featuring her long hair, *see page 84*, before the idea of shooting through handle occurred to him. Closeup of girl with lace was made with the Super D Graflex. Window light and a narrow 3-inch wide strip of lace gave the effect of a full curtain.

DOUBLE PRINTING: One image per negative can be passable, but sometimes it's far more interesting to put two images from the same negative on one print. First, for a high-key effect, Burt Owen made a slightly short exposure with the enlarger just out of focus. During the exposure, he held back the middle area with a cardboard dodger on the end of a piece of wire. Then Owen lowered the enlarger lamphouse and refocused his enlarger for a sharp, full exposure in the area held back by dodging. Although Owen used only one negative for his double print, there's no reason why you can't use two or more—perhaps one sharp and fully exposed, and the others slightly soft in high key. Variations are limitless, depend on imagination.



NATURAL PROP: The problem is to find a girl with long hair these days. Once found, a variable speed, 12-inch fan is a necessity for that windblown look if you don't have wind in the studio. Owen placed a large white cardboard to the right of the camera and bounced the light of a flood from it onto the model, who was wearing an off-the-shoulder dress. A fairly slow shutter speed (1/25 sec.) caught the girl sharply but blurred the ends of her hair, furthering the wind effect. This photograph was made during same day's shooting session as photograph on page 82. Owen finds that even as a professional, a less hectic and more leisurely home studio helps him create different pictures, new tricks for his commercial work.

SELECTIVE ENLARGING: Two eyes, a mouth and a trace of nostrils. What happened to the rest of the girl? Owen used a normal negative but printed only the features he wanted. He exposed these during enlargement through a small hole in a piece of cardboard which he jiggled gently to avoid sharp edges. He cautions print makers to give both eyes the same exposure. Owen says this technique is fun but warns that you should expect to use up quantities of paper before arriving at an acceptable print. Picture, *at right*, was made by reverse technique. First, Owen made an overall exposure for high-key effect; then he continued the exposure, holding back skin areas with a dodger to minimize skin texture yet allowing full eye, mouth, nose, hair exposure.





TEXTURE: Texture becomes an integral part of the negative if you add it during the actual shooting. Owen had girl hold up red lace before the Rolleiflex, *left*, shot by bounce floodlight. A straight print was made from the negative. For marblized effects, *above*, he used a closeup negative made by windowlight in his Super D Graflex. He crumpled a sheet of cheap department store tissue-type wrapping paper, held it in close contact with the enlarging paper, and projected the negative through it. For various effects, he advises trying different types of transparent and translucent papers.

COMBINED PHOTOGRAM: The girl in profile was photographed originally for a possible advertisement, with a large picture area left blank for advertising copy. Instead of an ad, however, Owen made a combined photogram with the negative. He laid clear tracing paper, with a jagged edge, and dried plant stalks, (obtainable from many florists) directly on the enlarging paper. These remained in place during the entire enlargement exposure. The branch with leaves, *at top center*, was left in place for only half of the exposure and was then removed, which accounts for the gray, instead of white, tone. For the picture, *at bottom of page*, Owen used another negative. This time, for photogram material, he placed live ferns directly atop the enlarging paper.

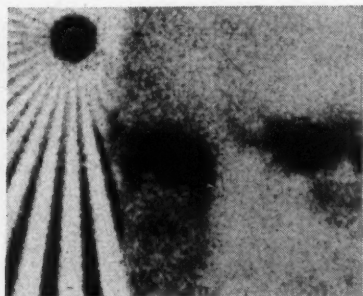


Hypo bouncers &

—and how to boost millimeters up to photomurals . . . color trends in fine-camera cases and other leather goods . . . the real difference in the wonderful world of stereo, and a camera to explore it . . . community-service jobs for your camera . . . flash power from a wisely shaped 3-inch reflector . . . and the tank that loads by day.

How far is up?

Recently we printed this picture, a 100× blowup from part of a 35mm negative



made on our new micro-grain, super-sharp Kodak Panatomic-X Film (which also comes in roll-film sizes). Sorry we can't show you the whole thing; a 100× enlargement of the entire 1 x 1½-inch negative would be about 8 by 12 feet!

Some people, allergic to long division, have come back and asked us: "Just how big is the part of the negative that portrays this suspicious-looking 100× character with the focusing chart background?"

Answer: about ½ by ½ mm, or about the size of the period on this sentence. A section 1mm square enlarged to the same degree would make a print about 4 inches square. A section 2 by 2½ mm would make an 8 x 10 print at 100×. And (owing to diffraction and limited field depth at 100×) an enlarger wouldn't bring out as much grain as we show here. We used a microscope for this blowup.

Better go get some Panatomic-X. Its high acutance and ultra-thin emulsion will give you the sharpest pictures you ever took. Indexes, 25 daylight, 20 tungsten (and you'll probably use higher meter settings, depending on your equipment and preferences). Tonal quality, superb. Best developer, old reliable Kodak D-76, for only 7 minutes!

Potent 3-incher

Some added notes on our powerful \$9.95 Kodak Super-M (for midget) Flashholder (with built-in B-C, and mirror-bright 3-inch Kodak Lumaclad Reflector):

► An ultra-midget M-2 flash bulb in

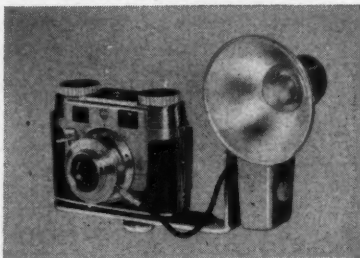
the Super-M puts out as much light as an SF or SM bulb in five-inch reflector!

► In the Super-M, the tiny M-2 and the larger No. 5 and 25 deliver the same light output. Guide numbers at 1/25 second are:

Kodak Plus-X Film	85
Kodak Verichrome Pan	85
Kodak Panatomic-X	50
Kodak Tri-X	140
Kodachrome, Type F*	40
Kodacolor	55
Kodak Ektachrome, Type F*	50

*No. 81 Filter with M-2; none with 5 or 25.

This trim-looking, efficient unit is just the right size for hand cameras; has inter-



changeable tips for both bayonet and continental flashposts. Make it a point to investigate one at your Kodak dealer's. You'll want it on sight. (*Incidentally, there's a sliding flash calculator right on the back of the battery case.*)

Cellos and stereos

A great musician knows more than one instrument. The top-notch cellist, for instance, may devote a great deal of time to the piano. It makes a difference.

We think there's a lesson here for the serious photographer who makes excellent prints and color transparencies, but has not yet tried stereo.

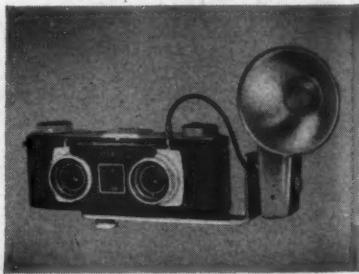
Stereo brings you a new world. Deep pictures you can almost walk into. No "surface" between you and the scene. In effect, a complete three-dimensional reconstruction—a degree of realism you can't get in any other way, except by going back to the place where you took the picture.

To explore this wonderful world of

complete three-dimensional realism, we suggest the Kodak Stereo Camera.

We recommend it for two reasons: 1) because stereo is a new way of life, photographically speaking, and 2) it is the best stereo value on the market. Priced sensibly at \$84.50, it gives you all the essentials for high-quality stereo, without excess frills that would jack the price higher.

Your \$84.50 gets you twin Kodak Anaston f/3.5 Lenses, shutter speeds to 1/200 second, a quick-action exposure computer which is linked directly to the lenses and the shutter, rapid zone focusing, no-parallax viewfinding, built-in flash synch, automatic film count, easy rapid loading, double-exposure prevention (with a release for intentional double-exposure when you choose). To guard against sidewise tilting (bad business in stereo) we build a spirit level right into the viewfinder. The lenses are deeply recessed, so you save the price of two lens shades. In addition, we include a screw-in filter-retaining ring for each lens, which saves you a couple more bucks. The film pressure plates are mirror-smooth, and little springs below



the film keep it in perfect horizontal alignment. The lenses are interlinked and focus by rotating on precision threads, in perfect co-ordination. The camera hefts at a comfortable 25 ounces, and is as pretty a piece of styling as ever you've seen.

So, swing open your Kodak dealer's doors, and demand that he show you this two-eyed beauty that sees things exactly as you do. You'll like it as well as we, and it will open your eyes to a wonderful new world.

Ektar gaging

Ektar gaging

Among the many mechanical products Kodak makes are some impressive gadgets called Kodak Contour Projectors. These are industrial tools, used for precision gaging of small (and not-so-small) machine parts. They accomplish this by



projecting a greatly magnified image of the part to be gaged on a viewing screen so you can spot differences as small as 1/10,000 of an inch!

Naturally, since precision is the idea, we equip these Contour Projectors with Kodak Ektar Lenses—just as we equip our precision cameras, the Kodak Signet 35 and Kodak Chevron, with Ektars.

The point is that a precision optical tool—whether it's an optical gage for industry or a top-class camera for you—should have precision *all the way through*. That's why we began making Kodak Ektar Lenses in the first place. And it's why the \$75 Signet and \$195 Chevron are worth more than they actually cost you. Try either one—or both—and you'll see.

Quick and timely

► If what you want is a set of filters for general pictorial black-and-white work, try the new inexpensive solid-optical-glass Kodak Pictorial Filters. For such work, they are just as serviceable as our standard Kodak Wratten Filters, which are precision gelatin-in-glass. The Pictorial Filters, red, yellow, and green, cost \$1.50 each in Series IV; \$1.75 in Series V; \$2 in Series VI.

► We remind you again—for processing 35mm Kodak Ektachrome Film, there's no sweeter unit than a Kodak

Day-Load Tank. At your Kodak dealer's, \$9.95. If he's temporarily out of them, have him place an order for you.

Trends in fine leather

We consider a camera carrying case to be much the same as a piece of fine luggage. In the last few years there's been a trend towards more reddish-brown in fine leather goods. If you'll compare this year's Kodak Carrying Cases with those of several years ago, you'll find we've changed the color to keep up with the trend.

All this makes a carrying case up to date. But it doesn't necessarily make it any better. We do that the same way we always have—by buying only the best vegetable-tanned leather available, top grain and full grain. We test the daylights out of each shipment... reject about



30%. We use the best heavy-duty, long-staple cotton thread we can find, and select hardware that will serve as long as the case lasts. We don't believe anybody makes a better case.

If you don't have a field case for your camera, or your old one is getting worn out, we suggest you take a look at the modern Kodak Carrying Cases at your Kodak dealer's. And look at them closely, for you'll see some really handsome, rugged leather work, in the most fashionable color.

Super timesaver

Some of the longest minutes are those when you stand around on one foot waiting for the film to finish washing so you can dry it so you can start making prints. Okay, here are five gallons of speed-up and safety for only 80 cents.

The stuff is called Kodak Hypo Clear-

ing Agent. You use it for 1 to 2 minutes between the hypo and the wash water, and you then need to wash the film only



five minutes in running water... instead of the usual twenty minutes or longer!

Economical? The 80-cent package of clearing agent makes 5 gallons. Give your film a 30-second rinse in water after fixing, then put it in the clearing agent, and each 4-cent quart will shake the hypo out of 3000 to 4000 square inches of film. (That would be at least a couple of thousand miniature-camera shots.)

Then you use running water (flowing fast enough to make one complete change in the 5 minutes) and you're all through. See your dealer, with 80 cents, tomorrow.

(Incidentally, for paper prints, you can cut the regular wash time in half by using a 2 percent solution of Kodak Balanced Alkali after fixing and before washing. Your dealer has this alkali, too.)

Fun for work

There's nothing quite so satisfying as finding a practical use for your hobby. One good way to do this is in making slides and filmstrips for all sorts of club, church, and community meetings where you want to get some ideas across in a way that sticks. Some fellows we know are even making educational filmstrips and slides as part of their P. T. A. activities.

You can get a lot of helpful information on preparing such material, including copying, printing and the making of duplicate color transparencies, in a Kodak booklet "Photographic Production of Slides and Filmstrips." 50¢ at your Kodak dealer's.

(If you're looking for a projector that shows both slides and filmstrips, take a look at the Kodaslide Signet 500 Projector with a filmstrip adapter.)

Prices include Federal Tax where applicable and are subject to change without notice.

Kodak

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Quality

that goes beneath the surface
to bring LIFE to your
slides and movies

Da-Lite®

SCREENS



Da-Lite
Challenger®

Yes, quality that goes beneath the surface contributes to the ever-increasing popularity of Da-Lite Screens.

Every care is taken to purchase the finest of raw materials for fabrication by skilled craftsmen.

Controlled assembly inspections bring you the finest product . . . a screen that you can be proud to own and use.

True, some of these quality steps do not appear on the surface, but are component parts that make Da-Lite screens the finest you can use for your slides and movies.

Insist on a Da-Lite.. The Finest Costs No More

Every detail . . . every bit of color . . . every treasured moment captured by the camera will be faithfully reproduced when shown on a Da-Lite.

Famous Mildew and Flame Resistant White Magic Glass-Beaded surface gives maximum brilliance. Push-Button opening makes it so easy to open . . . so easy to close. It's fun to use.

Be sure you see . . . try . . . and buy a Da-Lite screen for your slides and movies. You'll be glad you did.

Your favorite dealer has a complete line of Da-Lite screens . . . a wide range of models . . . sizes and prices from which you may select the right screen for your needs and pleasure.



Perfection in Projection
Since 1909

DA-LITE SCREEN COMPANY, INC.
2711-23 North Pulaski Road, Chicago 39, Illinois

Dr. Cinema says:

Can the amateur movie fan buck the professional market? Yes, if he has something worth buying

To almost every amateur film-maker, sooner or later there comes a day when, after doing a long double-take on the size of his investment in movie equipment, he finally sits down and with an appraising eye asks himself: "Just how can I make this rig help pay for itself?"

Usually, the thought dies on the vine right there and then—the victim of a generous assortment of excuses. However, a few of these movie-makers will be moved far enough to progress on to the next logical question, which is: "Who buys films—and what kind are they looking for?"

Because of the increasing awareness of the effectiveness of visual aids, almost everyone concerned with putting over an idea these days is a potential customer for motion picture work. Large companies are usually interested in indoctrination and orientation films, educational films of a technical nature, films for better employee relations and progress films. Civic groups may be interested in short film reports of their various community projects for use on local TV or on the entertainment programs of other Clubs. Small businesses might use films to sell a specific project to municipal or educational boards. Local TV stations can usually use good coverage of the more interesting civic events or happenings. In short, the need for films can usually be found within your own community. All you have to do to sell it is to come up with a good idea.

Let buyer edit

First of all, let's differentiate between two types of marketable films: "completed films" and "stock footage." Films which have already been edited, titled—perhaps with a sound track—are generally much more difficult to sell. This is because these films have usually been put together without a specific audience or outlet in mind and most commercial outlets must have their films tailored for a specific use. It follows, then, that if you're going to shoot something on speculation, don't try to edit the footage when you get it back. Merely assemble your good takes in a loose semblance of continuity and leave the final editing up to the buyer.

Now we're down to the old 8mm vs. 16mm hassle. Commercially speaking, the solution is quite simple. Unless your customer has agreed on the 8mm size previous to shooting, everything you'll want to sell will have to be shot on 16mm. Even most 8mm release companies reduce their prints from 16mm originals. The whole point here is that most commercial companies must make films to be shown to large audiences and 8mm film just won't meet their usual high standards.

As far as your shooting equipment is

concerned, it may sound horribly elementary to say, "You should have a sharp lens and a steady camera." However, all of the footage you submit to a prospective film buyer will be carefully screened and if your film is lacking in either one of these qualities, you can expect it right back in an early mail delivery.

Another thing you should check up on is the centering of your 16mm frame-line. To do this, examine closely a short section of footage which has been exposed in your camera. The narrow black line which separates each picture should center exactly in the middle of each perforation. If it doesn't line up with the perforation, it means that your footage, when spliced to other footage which does have a standard frame-line position, won't be centered vertically on the screen and when projected will show its frame-line, either at the top or bottom of the picture. At any rate, a good camera mechanic can re-align your pull-down claw in case the frame-line is out of position.

Reversal film favored

The choice of film will depend entirely on the job to be done. For most 16mm work, reversal film seems to be preferred, especially if just a few prints are to be made from the original camera film. In an emergency, TV stations sometimes develop rush films to a negative, then run the footage "as is," reversing the picture to a positive image in the transmission process. However, this sort of thing is used only in an emergency, since it is so difficult to mentally transpose a negative image into a positive one during the editing process. Thus you'll find a TV film editor's goodwill toward cameramen exhausting very rapidly when-

to obtain a variety of scenes which film editors refer to as "cut-aways." These are bits of small actions which are all happening at the same time as the main event. Suppose you are covering an air show. In addition to the general coverage of the air events, the film editor is going to need a variety of close shots of people watching and eating, the master of ceremonies, reactions and sidelights. You see, he'll have to intersperse these shots in between the general shots of the events themselves, since merely cutting from one event to another would only result in an awfully jumpy sequence.

Two more generalities which come to mind concern shooting film for use on television. The first one is: the larger and more dominant your image is, the better it will reproduce on a TV screen. For this reason, stay away from those extra-long views which contain little detail—they will merely reproduce as blank grays on the screen.

The second is: don't fill your frame right up to the edges. This is because a TV reproduction pickup scans an area just a bit smaller than that of the actual movie frame. So in those older movies you've been seeing on TV, the actors have little headroom above them. There is your answer. Anyhow, the thing for you to remember when composing your shot is to just leave a comfortable margin of breathing space all around your main subject.

Try industrial firms

Now, as far as large, ready-made markets for 16mm footage are concerned, they just don't exist. So, generally speaking, you're going to have to rely on your own inspiration. For example, suppose you happen to get some nice footage of an International Harvester farm machine at work in some rich late afternoon sunlight. Or perhaps a short sequence showing someone out deep sea fishing and landing a marlin on a small boat powered by a relatively new Evinrude outboard motor.

Just sit yourself down and write a letter of inquiry to the advertising department of that particular manufacturer, describing what you have and asking them if they're interested in buying it. As far as price is concerned, the standard rate for good 16mm

MOVIE section ▷

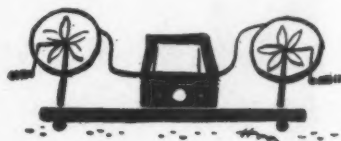
ever this happens with any regularity.

If you plan to submit film to a company which buys "stock footage" (general scenes which symbolize things like "America the Beautiful", "Power", "Travel", "Freedom", "Agriculture", "Industry", etc.) by all means, don't shoot it on single-perforated film stock. In the first place, almost any commercial company you contact will be interested in your film only as original film, which will be edited together with other footage and finally used to make duplicate prints, complete with optical sound track. Hence, the possibility of magnetic sound stripping won't even enter the picture.

The type of subject will always determine the way you shoot it. However, don't neglect

stock footage is about \$4 or \$5 per foot.

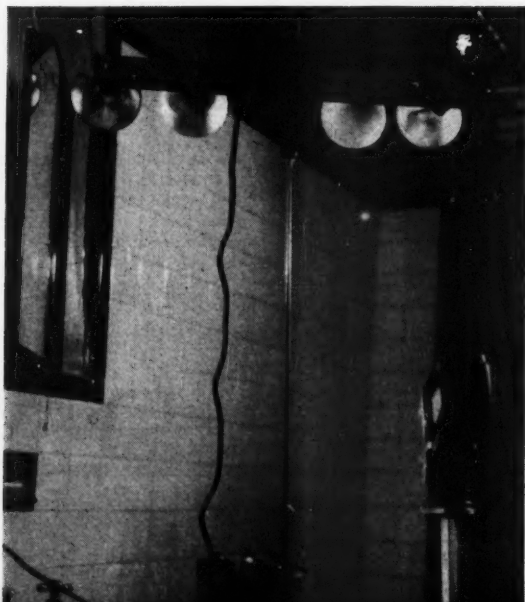
So, after following these few tips and taking a few sequences, it won't be long before you find yourself sitting in front of a brand new movie outfit (costing twice as much as the old one), and again asking yourself: "Now just how can I get this rig to pay for itself?"—DICK HAM



INDOOR LIGHTING: MAKE IT REALISTIC

by ERNEST PITTARO

▽ **Bounce lighting** with your barlight can turn baby into a willing star instead of a tough subject. Mount the barlight on a stand high enough to simulate a medicine-chest light fixture. Point the floods at the wall behind the tub. Floods should be aimed slightly upwards for best results. If you don't have a light stand, clamp the barlight to the bathroom door. Placing lights high and out of the way also prevents damage from water.



CAN YOU MAKE good indoor movies? You bet you can. A lot of terrific footage has been exposed by home movie makers right in their own living rooms. Space isn't a terribly important factor. Some of the best professional films have been shot in studios no bigger than the largest room in your house. And you don't need a lot of equipment either. The important thing is how you use lighting—not how much equipment you possess. Treat your lights as essential tools for movie making—tools that can be used creatively—and you're on your way to making good indoor movies.

Many amateur movie makers start indoor filming with a bar light, a device for mounting two to four lights directly on the camera. Bad facial shadows and poorly lit backgrounds bring discouragement and the end of indoor movies for many. Bar lights that don't permit you to position the floods above the lens will tend to cast unnatural shadows under the eyes. With the flat, concentrated lighting of the barlight, the foreground is usually properly lit, but there's a definite falling off of light in the background. The bar light can be used successfully for portraits where background is unimportant. More significant, the barlight can be used where no other lighting is possible for the shot you want. This can happen at weddings, news events, in crowded rooms and other situations where the scene itself is more important than any other consideration. However, you can get the most out of bar lighting if your floods can be adjusted to employ the bounce lighting technique. Some bar lights allow you to turn your floods in several directions. Aim the floods high against the wall. This distributes light evenly around the room.

For the lighting setups on page 93, you need one or two floods, either in metal reflectors or the kind that come with built-in reflectors—and a spotlight.

We've built our lighting around a boy-meets-girl script. The scene takes place in a living room. We want the lighting setup to simulate living room lighting. Thus, our key or main light (A) is placed high and to the right of the camera, simulating an overhead fixture. It covers the entire scene. Avoid having the main light too near the camera. The result is unnatural.

The main light forms harsh, unreal shadows. So, we introduce a fill light (B), which serves to soften those shadows. The fill is near the (Continued on page 110)



▽ **Foreground** and background of this scene had to be lit evenly. The main or key light (A) was adjusted to cover the entire scene. We shifted the second light (B) farther to the right than in the first arrangement. The spot (C) stayed in its original position, but its relation to the camera has been changed. Another main light is set behind the door and out of camera view. This light serves to lighten up what otherwise would have been an unnaturally dark area behind the boy.



△ **Three lights**, here, contribute to a flexible arrangement that permits a variety of shots. Main light (A) simulates overhead living room lighting. Fill (B) softens bad shadows. Spot (C) serves to light up background and to add lustre to girl's hair. Setup allowed us to get establishing shot followed by close-up in lower illustration. Spun-glass filter is used over fill to diffuse light. —TECHNICAL ASSISTANCE BY TED RUSSELL.



MODERN'S HOME MOVIE COURSE: SECTION 2

WHERE, WHY, WHICH FILM TO USE

NAME	MANUFACTURER	EXPOSURE INDEX		PRICES	NOTES
8mm Film Black and White Reversal					
Gevapan 23-Micro	Gevaert	D 12	T 8	Roll: 25', \$3.15 Magazine: 33' for Agfa Movex, \$3.60	
Gevapan 26-Super	Gevaert	25	16	Roll: 25', \$3.15 Magazine: 33' for Agfa Movex, \$3.60	
High-Speed Rapid Reversal Pan	Du Pont	160	125	Roll: 100' for Bolex H-8, \$3.40	See Note 1
Hypan	AnSCO	40	32	Roll: 25', \$2.85 Magazine: 25', \$3.75	
Rapid Reversal Pan	Du Pont	80	64	Roll: 100' for Bolex H-8, \$3.40	See Note 1
Superior 2	Du Pont	40	32	Roll: 100' for Bolex H-8, \$2.65	May be processed as reversal or negative. See Note 1
Super-X	Kodak	40	32	Roll: 25', \$3.15 Magazine: 25', \$4.15	Sold also as Cine Kodak C-P Reversal Film. Roll: 25', \$1.95 100' for Bolex H-8, \$4.85 See Note 1
8mm Color Film					
Kodachrome Daylight type	Kodak	10	25*	Roll: 25', \$3.75; 100' for Bolex H-8 Camera, \$13.60 Magazine: 25', \$4.65	*With photoflood filter for color films (80A or photoflood filter.)
Kodachrome Type A	Kodak	10**	16	Roll: 25', \$3.75; 100' for Bolex H-8 Camera, \$13.60 Magazine: 25', \$4.65	**With Kodak Daylight filter for Kodak Type A color films (85)
8mm Special Film					
Positive Films	AnSCO, Du Pont, Kodak, Gevaert	—	—	Roll: Kodak 100', darkroom loading, \$1.45; AnSCO 1000', prices on request; Gevaert 1000', prices on request; Du Pont, price on request	Color blind film for titling, copying and experimental work. See Note 2.
White Leader	AnSCO, Du Pont, Kodak	—	—	Roll: Kodak 50', \$.60; Du Pont 1000', "Cronar," \$15, plain, \$14.50, black, \$22, exposed film, \$9	Not sensitized. Used to start roll in projector.
16mm Film Black and White Reversal					
Gevapan 23-Micro	Gevaert	12	8	Roll: 100', \$8.10; 1200' lab pack, on request	
Gevapan 26-Super	Gevaert	25	16	Roll: 100', \$8.10; 1200' lab pack, on request	
Gevapan 32-Ultra	Gevaert	100	64	Roll: 100', \$8.10; 1200' lab pack, on request	
High Speed Rapid Reversal Pan	Du Pont	160	125	Roll: 100', \$3.40; 200', \$5.85; 1000' lab pack, \$27.40. Double 8-16mm available on request	See Note 1
Hypan	AnSCO	40	32	Roll: 50', \$4.20; 100', \$7.25 Magazine: 50', \$5.40	
Rapid Reversal Pan	Du Pont	80	64	Roll: 100', \$3.40; 200', \$5.85; 1000' lab pack, \$27.40. Double 8-16mm available on request	See Note 1
Superior 2	Du Pont	40	32	Roll: 100', \$2.65; 200', \$4.50; 1000' lab pack, \$20.75. Double 8-16mm available on request	May be processed as reversal or negative. See Note 1

Note 1. Processing not available from manufacturer.

Note 2. Loaded and processed by red, or weak yellow safelight.

Note 3. Camera must be loaded, unloaded in total darkness.

KNOWING SOMETHING about the film that goes into your camera is as important a part of movie making as the camera itself, an idea, or a good, solid tripod. Here are some questions and answers that may clear up some of those mysteries that really aren't so mysterious.

What is film and how does it work?

Movie film is made of a light-sensitive emulsion coated on a thin, transparent, and flexible base. The light-sensitive emulsion consists primarily of silver bromide grains suspended in a gelatin layer.

When light strikes the emulsion after passing through

the camera lens, a latent, or hidden image is formed. This hidden image is made visible when the film is processed.

What kinds of film are there?

There are two main types of film that concern the amateur—black-and-white and color. Both types of film are sold in reversal form. A reversal film gives you a positive image of high contrast suitable for projection as soon as it is returned from the processor. Reversal film is the kind most often used by amateurs because of its ready availability (Continued on page 132)

Technical Assistance by Norman Rothschild

NAME	MANUFACTURER	EXPOSURE INDEX		PRICES	NOTES
16mm Black and White Reversal					
Super-X	Kodak	D 40	T 32	Roll: 100', \$8.10; 200', \$14.85; 400', \$28.70; 1200', \$86.10 Magazine: 50', \$4.10	Also available without processing charge: 100', \$4.85; 200', \$8.25; 400', \$15.45. See Note 1.
Super-XX	Kodak	100	80	Roll: 100', \$8.10; 200', \$14.85; 400', \$28.70; 1200', \$86.10 Magazine: 50', \$4.10	Also available without processing charge: 100', \$4.85; 200', \$8.25; 400', \$15.45.
Tri-X	Kodak	200	160	Roll: 100', \$4.85	See Note 1
Plus-X	Kodak	50	32	Roll: 100', \$4.85; 200', \$8.25; 400', \$15.45	See Note 1
16mm Negative Film					
Gevapan 27	Gevaert	32	20	Roll: 1000', \$20.75	See Note 1
Gevapan 30	Gevaert	80	50	Roll: 1000', \$20.75	See Note 1
Gevapan 33	Gevaert	125	100	Roll: 1000', \$20.75	See Note 1
Panchromatic	Kodak	40	32	Roll: 100', \$3.80; 200', \$6.35	See Note 1
Superior 2	Du Pont	40	32	Roll: 100', \$2.45; 200', \$4.50; 1000', \$20.75	See Note 1
Superior 3	Du Pont	125	100	Roll: 100' \$3.40	Double 8-16mm film (for Bolex H8) available on request. See Note 1.
Supreme	Anso	50	32	Roll: 100', \$3.80; 200', \$6.35* *On special order	Processing service offered.
Panchromatic	Kodak	40	32	Roll: 100', \$3.80; 200', \$6.35	See Note 1
Tri-X	Kodak	250	200	Roll: 100', \$3.80; 200', \$6.35	See Note 1
16mm Color Film					
Ansochrome Daylight Type	Anso	32	8*	Roll: 100', \$10.40 Magazine: 50', \$6.95	*With Anso #10 filter.
Kodachrome Daylight Type	Kodak	10	2.5*	Roll: 50', \$5.75; 100', \$10.40; 200', \$19.05; 400', \$37.10; 1200', \$111.35 Magazine: 50', \$6.95; 50' Packette for Simplex Pockette and Filmo 121, \$6.95	*With Photoflood filter (80A).
Kodachrome Type A	Kodak	10**	16*	Roll: 50', \$5.75; 100', \$10.40; 200', \$19.05; 400', \$37.10; 1200', \$111.35 Magazine: 50', \$6.95; 50' Packette for Simplex Pockette and Filmo 121, \$6.95	**With filter (85). *For use with 3400K photoflood lamps.
Kodachrome Commercial	Kodak	8*	10**	Roll: Prices available from W. J. Germain, Inc., John St., Ft. Lee, N. J.; 6040 N. Pulaski Rd., Chicago 30, Ill.; 6700 Santa Monica Blvd., Hollywood 38, Calif.	* With Wratten 83 filter. **With 3200K illumination. Low-contrast positives for duplication.
16mm Special Film					
Positive	Kodak, Du Pont, Anso, Gevaert	—	—	Roll: Kodak, 100' darkroom loading, \$1.45; 200' darkroom loading, \$2.20	See notes for 8mm Positive.
White Leader	Kodak	—	—	Roll: Kodak, 100', \$1.50	See under 8mm Leader.
High Speed Infrared Negative	Kodak	See instruction sheet		Roll: 100', \$4.85	For special effects with red or infrared filters (25 or 87) in daylight for moonlight effects, and for candid and scientific photography. See Note 1; Note 3.

FOR THE DARK ROOM

SAVE 50% ENLARGING LENSES

We are proud to present three unusual values in brand new, coated, color-corrected, anastigmatic lenses, specially constructed to give corner to corner sharpness in enlarging—at prices half and less than those you'd expect to pay for such sharp-cutting lenses. Sh. Ch. 1.50

1.3.8. Leica thread, for 35mm enlargers. \$7.95
3 1/2" f4.5, clickstops, for 2 1/2x3 1/2", 2 1/2x2 1/2" 9.95
3 1/2" f4.5, clickstops, for 4x5 1/2" 10.95
Precision Flange for easy fitting to lensbar. 1.25

ELECTRIC 2-SURFACE DUO-DRYER



1950 MODEL "C" WITH 2. 12x17 HEAVY DUTY FERROTYPE PLATES AND STAND

Yes, Spiratone does it again! A complete, ready-to-use, double surface dryer with a capacity of 4 8x10 or 36 2 1/2x3 1/2 prints. Singleweight or doubleweight, glossy or dull finish—simply constructed, yet as efficient as units costing several times as much. Works on AC or DC. Shipping Weight 18 lbs.

SINGLE SURFACE DRYER

with 12x17 ferrotype plate. \$4.94
Suggestion: Bottle of Ferrotype Polish 25c. Stainless Steel Squeegee Roller .85c

FREE with either dryer: 12 x 15" Autotilt Print Washer!

ENLARGING TIMER



60 sec. range, with second markings. Current shuts off automatically at end of desired time interval. Built-in clock holds knob at desired position, until toggle is released. Adjustable stop for repeat exposures. Manual operation for focusing. Enlarger or printer plugs right into receptacle on cord timer. Shpg. Chge. 30c.

ENLARGER FOCUSING AID

\$1.00 A \$2.25 value. Sh. Ch. 15c

6 PC. ENLARGER ACCESSORY KIT

REG. \$9.90 VALUABLE TO BEGINNERS AND ADVANCED AMATEURS

Set contains sturdy footswitch, funnel, pair of print tongs, Enxopo Enlarging Exposure Meter which shows required time for any paper directly on chart, regardless of enlargement size, and Teststrip maker which helps check accurate exposure and shows where to dodge. Shipping Weight 6 lbs.

FREE WITH SET: Argon Print Washer, fits faucet, a \$3.00 value.

CHANGING BAG

ONE OF THE MOST IMPORTANT "TOOLS" OF ANY PHOTOGRAPHER

Double zippered inner and outer bags, made of the finest cloth, make this bag 100% light proof even in brightest sunlight. Whether for use in an emergency, with a film from or pulled off the spool in a 35mm camera, or for reloading cut film holders or for developing film when no darkroom is available—the changing bag is justly referred to as a "portable darkroom". 17"x16" working space plus elastic sleeves.

All these features at the lowest price a quality changing bag that was ever offered at. Shipping Charge 25c.

PROFESSIONAL MODEL 27"x20" working space, \$11.00 value! Shipping Charge 50c.

2x2 ALL METAL SLIDE FILE

2 for 3.49 Accommodates 300 redimounts or 150 glass slides. Slots prevent rattling. Index. Clamp lock and handle. Shipping Weight 3 1/2 lbs. each

2 for 4.79

SEQUENCE MODEL, holds 300 glass or 500 redimounts in groups, with metal dividers—same low prices!

35MM ADOX FILM

Save on fresh 35MM ADOX FILM

Your choice of KB14, KB17, KB21 Shipping Charge 10c

20 exposure roll 85c 3 or more may be assorted 85c each
36 exposure roll 95c 3 or more may be assorted 85c each

ANSCOCHROME INCLUDING PROC. FOR ASA 128

35MM \$2.59
24 EXP. \$2.59
3 for \$7.50
120 GR. \$2.29
3 for \$6.80

Spiratone is proud to be first to offer the new Ansochrome with the revolutionary speed-increasing processing described in the June '55 issue of "Photography", enabling you, for the first time, to take fast action shots, shoot in poor light, as you would with a fast B&W film!

8MM KODACHROME

SAVE 48%

USEFUL ACCESSORIES

FAMOUS MAKE PHOTO ELECTRIC EXP. METER

• Sensational import from Germany! A \$15.00 VALUE

• Sturdily constructed, with super sensitive electric eye for maximum range!

• Settings from 1/1000 to 80 sec. f11 WITH ER to f22. ASA 4 to 250. CASE

Most compact—2" x 3" x 1" and light. 4 oz. Snap open protective cell cover, set desired shutter speed opposite pointer—and you are ready to read off correct opening for your film. One hand operation. One year guarantee by Spiratone and manufacturer. Shpg. Cost 10c

METAL SNAKE CHAIN

FOR EXAKTA, LEICA, RETINA, PONY AND OTHERS

Smoothly suspends camera at chest height for worry-free carrying without case! Elegant, practical, safe and luxurious—at half the usual cost. Shipping Charge 10c.

KING SOL SOLENOID

Assures perfect synch at all speeds with Graphic, Busch, Ciroflex Rapax, Kollie—the professional way. Instructions for press camera installation supplied—others have mechanic install. Was \$15.00!

TIME EXPOSURE & DELAYED ACTION NOW ADDED TO EVERY CAMERA

AUTOKNIPS II WAS \$4.95 \$2.95

This most popular of all self timers in conjunction with a cable release, adds to your camera a feature many a photographer has paid a small fortune for! 11 slow speeds from 1/5 a second to ten seconds! Ship. Cost 10c

CABLE RELEASES: 4" 25c 7" 35c 10" 45c 40" \$1.25

SYNCH YOUR OLD CAMERA

• Fully adjustable mechanical tripper, requires no installation, works through standard cable release socket of most old cameras. Has fitting for standard flash cord.

• Allows adjustment for flash bulbs and zero (X) delay for Strobe.

Tripper with famous make all metal flashgun only is \$6.95 value, has bracket, accepts screw base bulbs; fastest has adapter 36c! Shipping Weight 2 lbs.

COILED FLASH CORD \$1.98

• Now available for most shutters. Sh. Chg. 10c

• Patented coiled cord extends to 4 ft., yet coils up without effort to only 7".

So handy when you want to hold flash away from camera, place electronic flash closer to subject than camera! Available with standard polarized household type plug for Heiland, etc., and prong-type for Kallert to fit Compur, Promator S, ASA Kodak, Solenoid, Argus C3, G4, Resist, Praxiflex and Exakta synchronized terminals. Name gun, NEW

KOILED CORDS: Reel lock, Nikon S-2, Canon, Bulsey Jubilee. \$2.25 camera when ordering

7 SECTION POCKET TRIPOD \$6.19

• Folds down to 9" and right into your pocket!

• 7 sec. extend to 4 ft. • Sturdily supports 35mm and light 2 1/4 x 3 1/4 cameras • Rubber tips; leg stops.

Wt. 12 oz. Sh. Chge. 55c With Accura tiltup, \$8.95

Sale! 40% to 50% OFF for ARGUS C3 owners

If you own an Argus C3, you can take advantage of the most unusual savings we have ever offered, while supplies last.

40" Cable Release, our usual "special" price \$1.50. \$.89
3 ft. Coiled Cord, for use of Argus C3 flash as bounce light. 1.98
Selftimer, fits cable release socket, reg. \$2.95 \$ 1.88
Screw-in Lenscap, reg. \$1.00 .55
135mm f4.5 r-cplid. ctd. telephoto, reg. \$49.94 29.95
35mm f4.5 r-cplid. ctd. wideangle 37.95

Exclusive Spiratone Values!

LEATHER GADGET BAGS

Made by the foremost manufacturers in the field, and exclusively offered by us, through a special purchase, below or close to the usual wholesale prices. These bags are all brand new first class merchandise not to be confused with "seconds" or "closures" of inferior leather bags. Shpg. Wt. of Gadget Bags: 3, 4, 6, and 8 lbs.

The SP1 and SP2 bring within the reach of every photographer ample size leather gadget bags, with large outside pocket, adjustable shoulder strap, rich saddle-stitch seams, solid brass hardware, and an adjustable inner partition.

SP1 measures 7 1/2x6 1/4" \$15.00 to \$20.00 bags. \$6.89

SP2 measures 8 1/2x10 1/4" \$15.00 to \$20.00 bags. \$6.89

SP3, A top grain bag for the advanced amateur or professional, large enough for press camera, 10 1/2" x 12" x 5", or for taking "both cameras" along. "Wraparound" zipper! If you couldn't afford that \$30.00 bag, you won't pass up the SP5 at a 54% saving.

SP4 measures 7 1/2x6 1/4" \$15.00 to \$20.00 bags. \$6.89

SP5, A top grain bag for the advanced amateur or professional, large enough for press camera, 10 1/2" x 12" x 5", or for taking "both cameras" along. "Wraparound" zipper! If you couldn't afford that \$30.00 bag, you won't pass up the SP5 at a 54% saving.

SP6-PANDO, the Spiratone miracle genuine cowhide jumbo press bag that 6.8-9-9.5, always, makes room for new equipment, 10 1/2" x 14" x 5". When X-PANDO zipper is closed, you can add a full 4" to the bottom width. \$19.95 an 80% increase if needed!

25 ft. double B, fits all spool-loading 8mm cameras, indoor type, or use outdoors with lens, spooled from back, including Kodak processing. EACH \$2.35 3 for \$6.50 6 for \$12.00 Shpg. Cost, 6c ea.

PORTABLE CRYSTAL-BEADED 30x40 TRIPOD SCREEN

LOWEST PRICES EVER

\$7.69

- Crystal-beaded Pyrex glass surface.
- Screen raises and lowers on elevating rod, assuring positive alignment.
- Carrying handle sets automatically for balanced carrying.

Despite higher steel prices, Spiratone continues to offer you the biggest bargains in screens ever! Same quality as before, and as praised by thousands of movie and still photographers. Metal can be beautiful scratch-resistant finish. Sturdy tripod is plated and has protective rubber tips. Thousands of these screens are in use, not only by amateurs, but by clubs, churches, colleges as well.

Screens are shipped by us Express (freight costs collect) within U.S., other screens P.P. or Express.

40 x 40 SILVER TRIPOD-SCREEN \$12.95

NEW 1956 MODEL ALL-METAL PORTABLE ACTION EDITOR

\$23.95 for 8mm

Streamlined most modern editor provides large, bright 2" x 3" projected image in full motion. All-steel automatic splicer has built-in scraper. Fold-away rewind arm make for extreme compactness. Deluxe Model, with exclusive focusing and framing controls, and luxurious carrying and storage case, only 12 1/2" x 12" x 8".

8MM MODEL \$45.28 9.16MM MODEL \$50.31 95c

1/2" F1.8 ULTRASPEED TELE FOR 8mm \$15.00

Never before could the 8mm movie fan get so fine and so fast a 3X Telephoto at so low a price! Coated, color-corrected, in focusing motion, with clickstops, filterholder—to fit virtually all 8mm cameras (state make, model when ordering). COMBI: 1 1/2" F1.8 TELE + 6mm F1.9 \$40 per lens, 15c

8MM POCKET TITLER AND CLOSURE DEVICE

Makes any title on the spot catches those otherwise impossible closings of flowers, insects without any need in measure or focus, reproduces 35mm Kodachrome on 8mm film! Completely collapsible, with precision ground lens, the Pocket Titler screws directly into 8mm Brownie, or Kodak S16 cameras, or into Tiffen "C" adapter (\$1.15 extra for any camera).

15MM F1.9 BERTHOLOT WIDEANGLE

For 16MM \$18.95 In Standard C Mount—Focusing 1 Ft. Closest to 1 ft. Made by France's largest lens manufacturer, this fine color-corrected lens covers a 43 degree angle (normal lens covers 27 degrees), would normally sell for four or five times our price! Needless to say—the quantity is limited.

15mm f1.9 + 3" f1.9 F.M. Telephoto \$49.95
Matching Finder Objectives for 8mm \$4.95

1 1/2" 3X CTD. TELE FOR 8MM \$5.00

Hot an auxiliary, but a complete, coated, color-corrected sharp-cutting prism, with diaphragm, not satin-chrome mount. Fits virtually all 8mm Revue, Keystone, Dejar cameras; for B&W cameras add \$1.50. Name model when ordering.

Name Prime WIDEANGLE Lens, coated, color-corrected + Telephoto (above) — both for \$16.00 Shipping Charge per lens 10c

3 UNIT REFLECTOR OUTFIT \$5.79

• Two aluminum 10" reflectors for #1 or #2 bulbs

• One bullet reflector for spot effects

All three complete with swivel joint, switch, socket, clamp and cord ... at a fraction of their usual cost. Shipping Weight 7 lbs.

SUGGESTION: 2 g2, 1 g1 photo flood bulbs 60c.

LUMITROL DIMMER HI-LO SWITCH

Allows for comfortable focusing and composing, without straining subject's eye, saves electricity, life in bulbs, a \$6.00 value—only \$2.49, if bought with \$5.49 set (above) or \$6.49 set (below).

PHOTOFLOOD STAND PLUS TWO REFLECTORS

• 3-section metal stand extends 6'4".

• Sturdy, braced legs with rubber tips.

• Stand telescopes compactly to only 2 feet.

• Positive locking at any desired height.

The ideal indoor lighting setup. 22" \$11 VALUE Now with new \$6.98 COMP SWIVEL CROSSBAR

Extra clamp on bracket with both for same speed. 1.95

Extra photoflood stand with swivel crossbar 3.95

CLOSEUPS ARE SIMPLE

and inexpensive, when you buy your closeup accessories from Spiratone, the only firm specializing in low-cost closeup photography equipment.

GOOSENECK LIGHT ATTACHMENT \$5.95

With C clamps, fits copy stand or enlarger pole. 2' stand or enlarger pole. \$1.80 add. Sh. Wt. & lbs.

FREE with orders over \$30.00 or send 25c for CLOSE-UP DICTIONARY... Contains all needed tables, too.

DELUXE COPYING STAND

Designed by us for use in conjunction with closeup lenses, enlargers, and bellows attachments, to complete with a moderate investment, your closeup and copying equipment. Strong enough for a 45" x 55" yet compact in storage (two-piece post) and equally well suited for copying, medical, scientific work and movie titling. Camera bracket permits centering of camera over subject. 15x18" baseboard is very practical for large originals. 1 1/2" diameter pole is 38" high. Shipping Weight 11 lbs.

FREE with orders over \$30.00 or send 25c for CLOSE-UP DICTIONARY... Contains all needed tables, too.

EXTREME CLOSEUP LENSES

can be used with any camera—with the greatest of ease and with no extra accessories. You can get as close as 8" with a Plus 4, 7" with a Plus 5, 5 1/2" with a Plus 6, 3 1/2" with a Plus 10. You can use two extreme closeup lenses, with a double retaining ring, for even more extreme closeups. With a Plus 5 lens, you can fill the complete 35mm frame when reproducing a portrait; a Plus 10 lens is just right for insects, stamps and coins. Extreme Closeup Lenses make macrophotography possible with a tiny investment. All are Plus 10, mounted in metal rings. Ser. V Ser. VI Ser. VII Plus 4 1.75 2.00 3.25 Plus 5 1.25 2.30 3.75 Plus 6 1.95 2.75 4.25 Plus 10 2.65 3.25 5.25 Del. Ret. Ring .85 .95 1.50

CLOSEUP (Portrait) LENSES

bring within every photographer's reach subjects which would be too small if photographed at the regular 3 1/2" closest camera setting. Head and shoulder portraits, children's pictures, copy work—a whole new field of picture taking. All Closeup Lenses are mounted in metal rings. Deluxe Lenses, made by nationally famous manufacturer, have diopter power engraved on rings. Ser. IV Ser. V Ser. VI Ser. VII Reg. Deluxe 1.15 1.00 1.39 1.25 2.00 2.20 Plus 1 from 38" to 20" Plus 2 from 20" to 15" Plus 3 from 15" to 10"—for versatility. You will want set of all three Closeup Lenses. Shpg. Chgs. 1-4-10c.

6-PC. EXTENSION TUBE SET

for Kine Exakta, Exa. This set contains two precision-fitted brass adapters and four tubes: 5mm, 15mm, 30mm and 45mm, providing the greatest possible range of closeup work from a 3.4 reduction to a 2.2 magnification ratio. Shipping Charge 35c. Same set but with one FOCUSING TUBE from 45mm to 55mm, alone a \$10 value. Complete set \$11.50. Economy 5-pc. set, 3 tubes, 2 adapters \$4.88.

4-PC. EXTENSION TUBE SET

for Praktika, Praktiflex FX, Contax, S, D, D, Panton. This exceptionally well-made set includes in addition to the usual 5mm, 15mm and 30mm tubes a 45mm tube, thus permitting up to 2x magnification, when the complete set is used: a tiny object, 1/4" x 1/4" can be made to fill the entire 35mm negative or transparency! Shipping Charge 35c. Same set, but with one FOCUSING TUBE, alone a \$10.00 value, increasing maximum extension to 100mm. Economy 3-pc. set \$9.95. LEICA, CANON 4-PC. EXT. TUBE SET, INCL. ONE FOCUSING TUBE, \$16. VALUE \$10.75

PROXISCOPE SR. \$4.95

A deluxe version of the most useful camera accessory for every practical photographer. Permits minute adjustments in a 1/2" range on its geared track, with a positive lock at any desired point. An absolute must for any kind of closeup and copy work. Doubles up as perfect elevating attachment, with both tripod and camera fittings for horizontal as well as vertical fastening of camera. Shpg. Chgs. 35c.

GROUNDGLASS FOCUSER for

CONTACT II, III, IIIA \$4.95 Fits directly inside film opening, makes possible footstep focusing. COMB. OFFER: Ground Glass Focuser + 4 pc. Metal Extension Tube set, a \$20. value \$10.95 Focuser & Folding Bellows \$17.95

FOLDING BELLSCOPE

\$14.95 Available for Leica, Canon, Kine Exakta, Exa, Praktika, Praktiflex FX, Contax S, D, D, Panton. The most useful of lens-to-camera closeup accessories. It weighs only 5 oz., has fine leather bellows and a geared track with a positive lock. A sturdy accurate frame assures perfect alignment. An extension range up to 5" is provided, with exposure factors engraved on the track. Shpg. Chgs. 45c. FREE with FOLDING BELLSCOPE: PROXISCOPE JR. a \$4.00 value.

Spiratone AUX. TELEPHOTO and WIDEANGLE LENSES



SPIRATONE LENSES OFFER THESE EXTRAS:

- Built-in or Separate Filterholder furnished for each (set of) lens(es)
- Interchangeability of standard adapters, so that one lens may often be used with several cameras (each lens is supplied with only one adapter—extra adapters are \$1.25 each, when ordered).
- Extra hard S-coating.
- Excellent color-correction.
- Lifetime Service Guarantee.
- No change in exposure or lens opening needed.
- Comprehensive instructions for simple use—lenses fit your camera like filterholders, require no installation.
- Availability of filters—your free choice of any TWO with every aux. lens you buy, selected from these: yellow, orange, green, haze, red, blue. Others \$1.00 each.
- Finders fit accessory clip, can also be used handheld.

FOR COLOR—FOR BLACK AND WHITE

By far the most popular accessory for the 35mm camera owner Spiratone lenses add to the camera the advantages of telephoto effects for improved perspective in portraits, for moderate distance shots so that the camera subject matter will fill the entire negative or slide; and of wideangle effects, for landscapes, and indoors, where space is limited, of greater depth of field.

Each lens in leather case (incl. 2 filters) \$16.95 Shpg. Chgs. 55c Set of both lenses, in leather case (incl. 4 filters) \$29.95 Shipping Charge 60c Each Finder, telephoto or wideangle both for \$7.40 Accessory Clip for Argus, C3, easily installed \$1.00 Accessory clip, easily glued to most cameras 75c

GREAT NEWS

Spiratone aux. telephoto and wideangle lenses, greatly improved, are now available at the same low prices for 24 x 24 Twinstars Reflex Cameras—Rolleicord and Rolleiflex bayonet mount (R35 only), Ciroflex, Graflex 22, R100flex, Kodak Reflex. For Twinstars users seeking a moderate increase or decrease in focus length, Spiratone aux. lenses add greatly to the versatility of their camera.

SPIRATONE AUXILIARY LENSES ARE AVAILABLE FOR THESE 35MM CAMERAS AND MANY OTHERS

ARGUS C3, C4 BANTAM BULSEY CONTAFLEX CONQUEST ELMEX EDIXA KODAK 35 MERITUR RETINA SIGMA VITO

FREE WITH THIS AD ONLY

Your order for a set of Spiratone Lenses for one of these cameras.

1986 MODEL ALL METAL RANGEFINDER \$2.95

Employs super-imposed image system for rapid, accurate focusing from 2 feet to infinity! All-metal construction, leather covering, modern styling, in feet and meters. FREE: PLASTIC STORAGE CASE

SAVE 50% AND MORE! POLARIZING SCREENS AND FILTERS

The most useful lens accessory made, equally suited for ALL color and black film. Eliminates reflections in scenery, water, show-windows, increases contrast between cloud and sky. The ONLY sky filter usable with Kodachrome, Anscochrome, Ektachrome. Polarizing Screens have double threaded rings to allow use of extra filter or closeup lens. Ser. IV 3.75 1.40 Ser. V 3.75 1.40 Ser. VI 3.75 1.40 Ser. VII 8.75 2.70 Sh. Ch. 10c

SALE IN OPTICAL GLASS FILTERS

Filters are the tools of the photographer—yet, fine filters, made by the best known manufacturers in the country, need not be costly. Each filter is ring-mounted, and engraved as to type.

FREE

On request: Famous Make Filter Compartment Case with purchase of 4 or more Ser. V, or Leather Filterholder with 6 or more Ser. VI filters (incl. polarizing) and closeup lenses. Cases cost regularly \$3.50 Ser. VII, \$1.25 Ser. VIII.

FOR B&W Lt. and med. yellow, green, orange, haze, red and infra-red. FOR KODACHROME & EKTACHROME Hazo, Skylight, 2A, 28, 85B, Type A, Blue 80, 82A, 10, 20, 81, 81A, 8, 2, D, E. GENERAL Neutral Density 2X & 4X. Shipping Charges 1 to 5 filters 10c, 6 or more 30c.

MINUS LENSES for TELEPHOTO EFFECTS

If you have a camera using, or capable of using a bellows or extension tube set, you will want to invest in Minus Lenses for the thrill of taking telephoto shots without buying a regular telephoto lens, or extension tube set. Minus Lenses, in conjunction with your telephoto most useful accessories. Minus Lenses improve the perspective in portraits, too, by lengthening the effective focus length. Minus Lenses are mounted in Metal Rings. SER. V \$3.00 \$4.70 SER. VI \$4.35 \$5.65 3, and 4, Shipping Charge 10c.

Thousands of Exakta, Praktika, Contax S & Leica, Canon owners with reflex housings find Minus Lenses most useful accessories. Minus Lenses improve the perspective in portraits, too, by lengthening the effective focus length. Minus Lenses are mounted in Metal Rings. SER. V \$3.00 \$4.70 SER. VI \$4.35 \$5.65 3, and 4, Shipping Charge 10c.

ACCURA REFLEX HOUSING for LEICA, CANON \$39.95

Shpg. READY TO USE—WITH DUAL RELEASE SYSTEM

Never before could so small an investment change your Leica, Canon into a single lens reflex camera, ideal for parallel-focus telephoto, medical and scientific work. Focus with formerly impossible fraction-of-inch accuracy through adjustable magnifier or bright, curved groundglass, press release; mirror jumps up, exposure is made of exact image you saw! Use with extension tubes or bellows for closeups, with special 135mm tele lens for complete closeup to infinity range.

SAVE MORE STILL BY BUYING COMBINATIONS

REFLEX HOUSING + Folding Bellowscope \$48.95 + Special ctd. 135mm f:3.8 SUN tele \$68.95 + Folding Bellowscope and special ctd. 135mm f:4.5 telephoto \$73.95 with any combination offer above: New Eyeball Mirror device, a \$14.00 value.

SYNCH YOUR OLD LEICA, CANON FOR FLASH OR STROBE \$34.95

No installation—just one quick adjustment over release button and you are all set for flash shots at speeds to 1/30th. Tripper accepts standard flashcord—or buy from us with flashgun to fit accessories. Famous GEISS KONTAKT, synchronizes Leica IIIf, IIfc, cameras even at high speeds, was \$19.95 \$8.95 Imported Economy Gun w. tripper \$6.49; w. Geiss \$8.75 Fan-type BC Pocket Flash w. tripper \$3.39, w. Geiss \$11.78 Shipping Chgs. 55c

SAVE 50% BODY, REAR & LENS CAPS SCREW-IN BAYONET

For Leica, Canon, Kine Exakta, Praktika, Contax S, D, BA, Exa. All caps precision machined aluminum. 3 (ass'd.) \$2.88 BODY CAPS protect camera body, shutter, when lens is removed. REAR LENS CAPS are a must for all your extra lenses. AND FRONT LENS CAPS make perfect seal against any harm to optics, cannot fall off. Available for Sonnar, Biotar, Trioplan, Westar, Tessar, Triotar—be specific when ordering. Shipping Charge 10c Screw-in front caps for Canon, Nikon, Elmar, Hektor, Summar, Summicron, Culinar, Westar. \$1.00

135MM f:3.8 TELE for LEICA, CANON \$39.95

Guaranteed the sharpest lens you can buy—regardless of price! Rangefinder-coupled, elegant lightweight mount, depth of field scale—at an unbelievable saving! Shipping Charge 75c Deluxe Leather Case \$5.00 Matching 135mm Finder \$8.95

PENTAPRISM FINDER FOR EXAKTA V, VX, EXA

SAVE 65% with RANGEFINDER PRISM Latest German Import! Replaces the waist level finder, shows unobscured, right side up, brilliant image! Split image prism Rangefinder instantly shows correct focus. Roof Prism Finder without rf \$18.00, Rangefinder Prism with groundglass, for your Pentaprism Finder \$8.00 (no installation needed). Leather case \$1.00. Plain Groundglass \$1.00. Sh. Cost \$6c

SENSATIONAL OFFER: Scientific groundglass with cross hairs, for a \$16.00 value for only \$4.95

\$2.49 if bought together with Pentaprism Finder

FAN-TYPE BC POCKET FLASH

At last, a completely collapsible flash at a down-to-earth price! Sturdy battery case has built-in test lamp, ejector, accepts standard bayonet bulbs. 6" diameter metal reflector has special pebble finish for maximum reflecting power, instantly telescopes making entire unit a bare 4" x 2". Standard shoe, fits on accessory clips. BRACKET, for use on any camera, \$1.00. Cord available for all Compur and Kodak synch. terminals. For Kine Exakta, Praktiflex FX, Leica M3, Rangeflex, Argus C3, C4, add \$1.00. BC battery, lasts for a year, \$1.80. Sh. Ch. \$5c 120 #5 flashbulbs \$10.00 ppd, 120 #6 Focal Plane flashbulbs \$12.00 ppd.

All prices include excise tax. Postage and insurance MUST be prepaid, even when no shipping weight is stated—overpayment will be credited in full. Everything listed is brand-new (unless otherwise stated) and fully guaranteed against defects. 25% deposit on C.O.D.'s. Items marked "Free", "Premium" or "Bonus" MUST be requested at time of purchase. Foreign orders welcome—light extra handling charges apply.

SPIRATONE 49 WEST 27th ST., NEW YORK 1, N. Y. SEND MAIL ORDERS TO: 135-06 NORTHERN BLVD., DEPT. M-2 FLUSHING 54, N. Y.

"I TRIED IT MYSELF"

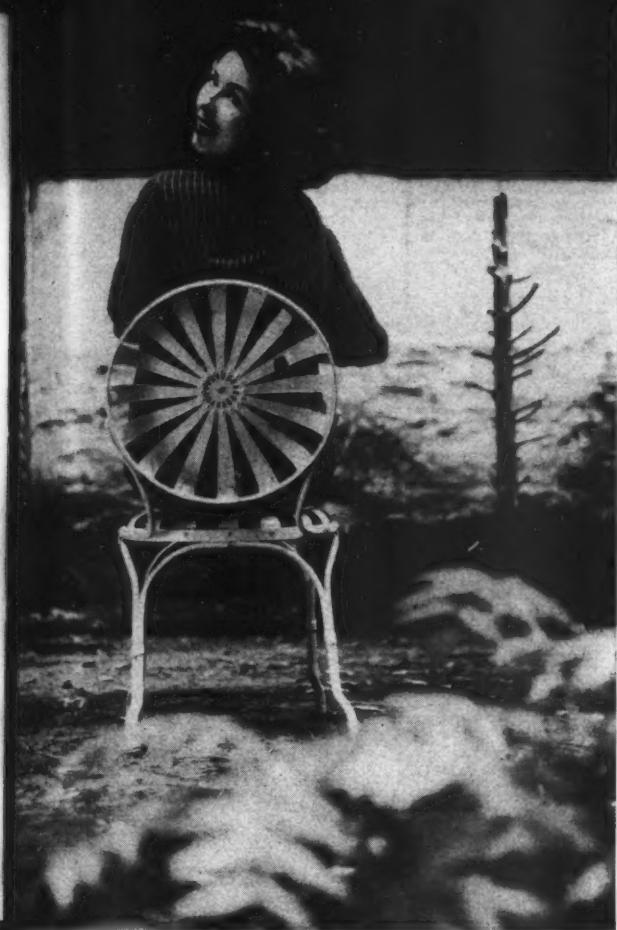


THIRD PRIZE \$10. How does the camera angle suit your subject? Here, extremely low angle was appropriate to grass-hugging dog. Sanford Rackow, of Jamaica, N. Y., used a Rolleiflex, Plus-X film. Exposure, f/3.5 and 1/250 sec.

FORGET the antique shops. There's no need to ransack *them* for eye-catching picture props. Even the most ordinary objects around your home may have a striking design or pattern or shape that can be judiciously incorporated into photographs. Take the "garden variety" chair, *opposite*: its round white backrest is just the spot of "design" that adds to the picture's visual interest.

"I Tried It Myself" is a monthly contest for black-and-white prints. Anyone may submit any number of pictures, but they should be 4 x 5 or larger. Your name, address and all technical data must appear on the back of each picture. Please enclose a *stamped (first class postage) self-addressed envelope* if you want us to return pictures we're unable to use. All entries are considered for use elsewhere in the magazine. Send them to the attention of the Columns Editor, MODERN PHOTOGRAPHY, 33 West 60th St., New York 23, New York.





THIRD PRIZE \$10. Try a "designy" prop and selective focus to set off a pretty girl. Charles Varon, of Long Island City, N. Y., used a Rolleiflex, Tri-X film f/2.8, 1/10.

**MODERN PHOTOGRAPHY'S
MONTHLY CONTEST
FIRST PRIZE \$25
SECOND PRIZE \$15
THIRD PRIZES \$10**



THIRD PRIZE \$10. Why not leave out middle gray tones for a change in your snow scenes. Henning von der Osten, Munich, Germany. Retina, Adox KB17 film, f/4, 1/100.



◁ **\$25. FIRST PRIZE.** Street corner shadows make mysterious picture. Ross Lowell, New York, N. Y., saw scene from office window, caught it with Contax D, Super-XX, f/16, 1/100 sec.

△ **SECOND PRIZE \$15.** Overhead room light was quite sufficient to illuminate lullaby scene. Mrs. Pat Parcell of San Francisco, Calif., used Tri-X film, set her Rolleiflex at f/3.5 and 1/10. Print was made on Varigam.

DISCOVERY *no. 12*





◁ Solitary, reflective poet Harry Kemp surveys dunes, Provincetown, Mass. Exakta, wide-angle lens, f/8, 1/25.

△ Farm horses stomp in the chilly dusk after snow storm in Vermont. Rolleiflex, Super-XX, f/16 and 1/10 second.

SONJA BULLATY

Nothing must be permitted to interfere with content

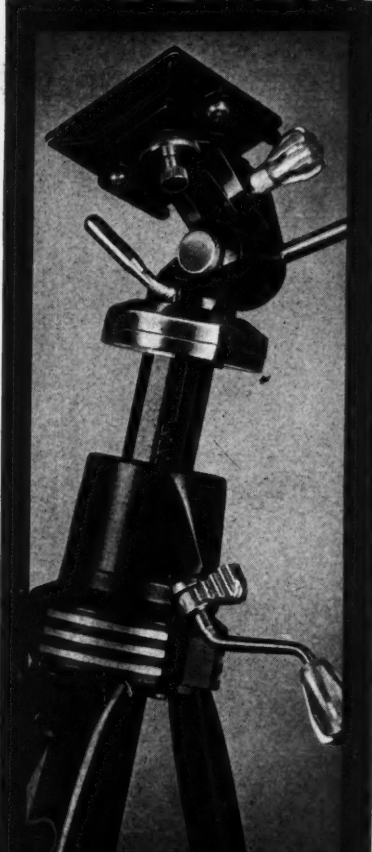
"WHAT I'VE DONE in photography is a closed book," says our newest Discovery, Sonja Bullaty. She refers to the various stages in her photographic career—the different ways she has looked at the world through a camera. The Sonja Bullaty of today, who carefully planned a picture story on poet Harry Kemp (*left*), contrasts with the girl who, without too much technical knowledge, shot her way through a two months' stay in Paris, 1947, en route to the U. S. But these periods, in turn, were in themselves quite different from the time when a sixteen year old girl made her first pictures in Prague, Czechoslovakia (1938). In spite of amateur attempts, the awkwardness of bathroom developing-and-printing, Miss Bullaty saw then that photography could be an important and constructive

activity for her. In Prague she hoped vaguely that one day she could make a living from photography, and yet work artfully within the medium.

While studying briefly there with Josef Sudek ("He was a master!") Miss Bullaty learned a basic concept. The camera was not a copying device which, when correctly operated, would produce an imitation of other art forms (painting, and the graphic arts, for example) on film.

Nor did the camera produce only a picture that must be enjoyed as an end in itself. If the pretty pictorial or perfectly formed abstract could not make a "great" picture, what could? Behind Sonja Bullaty's picture-taking (her means of expression) are the people she has known or simply seen (*Continued on page 116*)

STAR-D TRIPODS



STAR-D TRIPODS

The only tripods with all these exclusive features:

- ★ **MULTI-CAM PLATFORM**
makes one tripod fit all sizes of still and movie cameras.
- ★ **SWING-OVER ACTION**
Change from horizontal to vertical picture format instantly.
- ★ **SYNCHRO-LOCK LIFTING MECHANISM**
can never drop your camera.
- ★ **NYLON GEARS and GUIDES**
Quiet... never need oiling.
- ★ **FAMOUS SWING-TILT HEAD**
with separate controls for pan and tilt action.
- ★ **BRONZE LEG BUSHINGS**
Tri-Pressure type with built-in leg-spread arresters.
- ★ **GRIP TITE LEG-LOCKS**
4 MODELS TO CHOOSE FROM



DAVIDSON MANUFACTURING CO.
2223 Ramona Blvd., West Covina, California

POSING CHART

(Continued from page 62)

For that reason, I try to fill most of the picture with a clear wall or floor, as is shown in the shots against the brick wall and the light carpet, on the bed, or against the shoji doors. In this way you are using natural surroundings but keeping the simplicity of a studio shot.

The posing depends very much on the model herself. If she has any talent in that direction, I try to bring it out by encouraging her to develop her own ideas. It helps a lot if she can see herself, so I always provide a mirror which is placed next to the camera for this purpose. Many times I just leave the room and when I get back the model has struck upon a better pose than I could have imagined!

The model I chose for this series is perhaps the most versatile I have ever had the pleasure of photographing. With her 5 ft. 8 in. height, Virginia DeLee can qualify in either fashion or pin-up modeling, although both are completely opposite fields. Apart from that she is an excellent face model and has years of training as a dancer. This means that where some models are good in one or two fields, Miss DeLee is good in many. She is only 19 years old and weighs 120 lbs. She has hazel eyes and red hair.

With inexperienced models some sort of posing plan is necessary. Although there are hundreds of possible poses, the pictures shown here are meant as a starting point. Each pose can be changed or developed slightly until it becomes another completely different pose. There is no point in copying someone else's poses exactly, but you can use them to get yourself started. Ten-to-one you will come up with something even better than the ones shown here. These are merely "ice-breakers" for you and your model.

"What about lighting?" and "how do you decide what kind to use?" are questions you might ask. Here, again, I always take the easy way out. If the room light is sufficient, I use only that. If it is strong enough to permit hand-held shots at 1/50 sec. I hold the camera. If it requires slower speeds I use a tripod or rest the camera on the floor or table, or anything handy. The more natural the lighting, the more natural your pictures will be.

Many times you will have plenty of light coming into a room through a window or door but the shadow side of the model is too dark for a good picture. In this case I use something to lighten the shadows. It might be a cardboard silver reflector (90 cents at the local art store) or sometimes a single photoflood will do the trick. If you are using daylight type color film be sure to use the

blue lamp made for this purpose. Many times I use a speed light or flashbulb to fill the shadows. Be sure to keep these back far enough or cover them with something to cut down the light, because window light is usually of comparatively low intensity and you don't want to wash it out with your fill-in light.

When you have a very strong fill, as in the case of speed light or flash, you can direct it at the ceiling. This will bring up the overall room light, thus helping to lessen the shadows cast by the window light. A typical exposure for me might be 1/25 sec. at f/8 with fast panchromatic film. Naturally the exposure you choose will depend on your own particular film, brightness of the window light, and the reflective quality of your ceiling as well as the type of flash you use. I generally measure the distance in feet—from the flash to ceiling and down again to the model, and divide this into the guide number of the flashbulb (you find the guide number on the flashbulb sleeve). Then I open up the lens two stops. Example: flash to ceiling five feet, ceiling to model, five feet; total ten feet. Say your flashbulb guide number is 160. Ten into 160 gives you f/16. Open up two stops to f/8.

Your shutter setting will depend on the amount of window light. A bright room might need only 1/100 sec. while in a dark room 1/10 or 1/5 would be required.

Of course, bounce light can be used without window light. But bounce light, because it comes only from above, has a tendency to throw shadows on the face. That is why I prefer the combination of window light and bounce. The mirror shots were made with bounce flash, which proved to be a good choice because just about everything in the room shows when you shoot into a mirror.

—PETER GOWLAND

Contests

A series of three competitions for individual makers of color prints is being sponsored by the Color Division of the Photographic Society of America.

A medal and ribbons will be awarded in each of the three contests. Four prints by any process, including hand coloring, may be entered. Contributors may request written criticisms of their entries if they wish.

No entry fee is required of Color Division members. Non-members will pay \$1 for the series of three, or \$.50 for each individual contest.

The remaining closing dates are February 20 and May 20, 1956.

For entry blanks or further information write the Contest Director, Joe E. Kennedy, APSA, 1029 Kennedy Building, Tulsa 2, Oklahoma.

If you are an owner, present or future, of one of
the fine products of the Camera Industry of Japan...



...this is what the new



JAPAN CAMERA INFORMATION &



SERVICE CENTER means to you!

As a measure of its direct interest in your satisfaction with its exports to the United States, the Japan Camera Industry Association is pleased to announce the opening of the Japan Camera Information & Service Center in New York. This unique step on the part of an exporting country's manufacturers is prompted by their pride in a newly achieved reputation for fine optical goods... and a desire for complete satisfaction on your part, long after your purchase. Here are a few of the tangible benefits the Center offers you:

SHOWROOMS! The latest products of Japan's leading manufacturers displayed for your inspection, as well as complete information about their availability and prices. Inquiries may be made in person, by mail or phone.

TECHNICAL SERVICE! Trained factory technicians will inspect your camera without charge, and make necessary recommendations where service is

required. Full supply of repair parts available to your dealer or repair firm (even for cameras without representation in the U.S.). Technical advice and data freely given.

MANUFACTURER-CONSUMER LIAISON! Overcoming the usual distance barrier between a foreign factory and the United States, the Center will act as contact point between the manufacturer and the camera owner. Requests of any nature will be considered... and acted upon.

This is a full-scale endeavor on the part of the Camera Industry of Japan, to inspire in the American public a justly deserved confidence in Japanese products, and an assurance that their purchase will be followed by many years of satisfying use.

We look forward to welcoming you to our Center. Visit us when in New York, or feel free to write or call upon us for any assistance. Our camera inspection facilities are at your disposal, as are the services of our staff and our members.



Japan Camera Information & Service Center

329 FIFTH AVENUE, NEW YORK 16, NEW YORK

NEW

Super

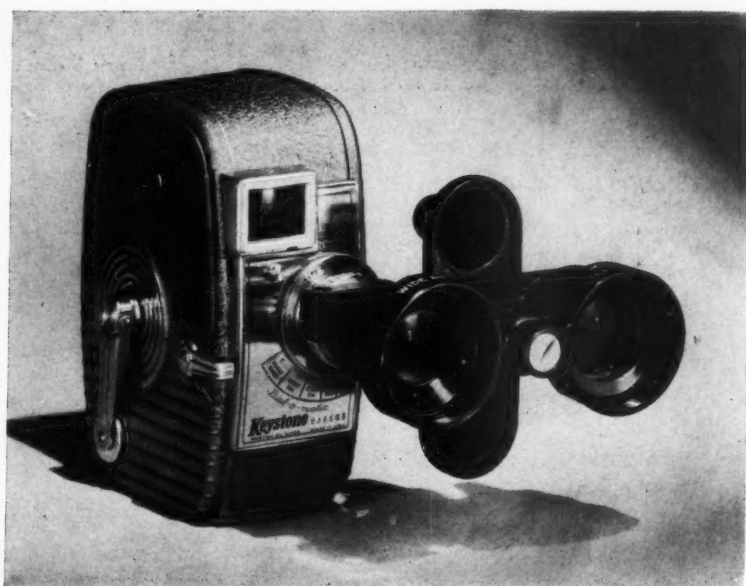
QUICK-SET

UNIVERSAL PHOTOGRAPHIC SUPPORT

The "Biggest News" in Tripods since "Quick-Set" introduced the Elevator Tripod. Now you can own a complete system of camera support—see your dealer for demonstration or write to . . .

QUICK-SET, Inc.

8113 N. Central Park Ave.
Skokie, Illinois



The Elgeet Cine-Turret offers three lens versatility for any 8mm movie camera.

Elgeet slip-on turret fits on lens of 8mm movie cameras

The Elgeet Cine-Turret can convert your single lens 8mm movie camera into a unit boasting three-lens versatility. And it takes no more effort to mount the turret than the tightening of a small screw.

The metal and plastic turret is equipped with wide angle and telephoto lens attachments. With the wide angle attachment over your regular lens you cover four times as much area as you would with the 13mm lens alone. A wide angle shot at 10 feet blankets the same area your normal lens takes in at 20 feet.

The telephoto attachment gives $2\frac{1}{2}$ X magnification. The image you get at 10 feet with the telephoto attachment in position is the same size as the one you would record at four feet with the 13mm lens only. Barrels of both lens attachments are marked for quick identification.

To mount the Cine-Turret you first remove any filter retaining ring that is already on the camera. A converter that comes with the turret is then screwed into the lens barrel. If you plan on getting a Cine-Turret take your camera with you when you visit your dealer. There are several converters to fit various types of cameras.

The small Allen wrench provided with the turret is used to loosen the chromed screw on the split mounting bracket. The telephoto lens attachment is snapped into the aperture hole of the turret

mounting bracket. This assures proper alignment.

The Cine-Turret is then slipped over the converter until it can go no further. The chromed screw is retightened and the camera and turret are ready.

To bring either lens attachment into play you grasp the turret, pull out, and swing the attachment you want over your normal lens.

MODERN tested the Elgeet Cine-Turret and found that the mechanical operation was smooth. Film shot with the turret lens attachments proved acceptably sharp. No adjustments had to be made for exposure.

We found that the added weight of the Cine-Turret unbalanced the camera slightly. However, we became acclimated to the different "feel" after a short time.

An accessory viewfinder is available that gives the field of view for the telephoto and wide angle lens attachments, as well as your regular 13mm lens. The Elgeet Cine-Turret accepts Series $5\frac{1}{2}$ filters which must be kept in place by a retaining ring.

The list price of the Cine-Turret, equipped with lens attachments, is \$39.50.—M. A. M.



BIG SAVINGS AT CENTRAL CAMERA COMPANY

Chicago's Photographic Headquarters since 1899

35mm LUDWIG



List \$29.95
19⁹⁵
Postage and ins. 50c

- F3.5 Coated Anastigmat Lens
- Synchro Pronto Shutter
- Optical Viewfinder
- Double Exposure
- Preventative

35mm LUDWIG DE LUXE



List \$44.50
29⁹⁵
Postage and ins. 50c

- F3.5 Coated Anastigmat Lens
- Synchro Pronto Shutter
- Built in Rangefinder and Exposure Meter

35mm FUTURA



List \$98.75
49⁹⁵
Postage and ins. 50c

- F3.5 Coated Anastigmat Lens
- Synchro Pronto SVS Shutter
- Built in Rangefinder and Viewfinder

2 1/4" x 2 1/4" FLEXARETTE



List \$39.50
49⁵⁰
Postage and ins. 50c

- F3.5 Coated Anastigmat Lens
- Synchro Pronto SVS Shutter
- Automatic Film Transport

35mm DOLLINA II



List \$129.50
69⁵⁰
Postage and ins. 50c

- F2.0 Coated Heliogen Lens
- Mix Compur Shutter
- Coupled Rangefinder

T.D.C. SHOWPAK "300"



List \$60.00
35⁵⁰
Postage and ins. 50c

- Complete with Case
- Semi-matic Changer
- 4" Coated Anastigmat Lens
- Blower Cooled

12th EDITION PHOTO LAB INDEX



by Morgan & Lester
List \$10.95
3⁹⁵
Postage and ins. 50c

- Cloth Bound Edition
- Over 2000 Pages of Material
- Formula's Tables, Etc.

ENAMEL HYPO BATH



List \$4.00
1⁹⁹
Postage and ins. 25c

- Measures 13 1/4" x 11 1/2" x 5 1/2"
- Deep
- Steel Enamel Bath ideal for every dark room

CHROLON METER



List \$22.50
12⁵⁰
Postage and ins. 25c

- Photo Electric Cell Meter
- Super Sensitive Cell
- ASA-DIN Weston Calibrations

LEATHER GADGET BAGS



List Special
M-90 12x5 1/2 x 10 1/4" 21.95 15.95
M-80 10 1/2 x 4 1/2 x 9" 17.95 13.95
M-60 8 1/2 x 4 1/2 x 8 1/4" 16.95 9.95
Postage and ins. 25c

- Genuine Leather
- Full Length Zipper
- Large Outside Pocket

DALITE COMET SCREEN



List Special
30x40 13.75 7.45 37x50 19.25 11.95
40x40 15.95 8.45 50x50 21.50 16.50
Postage and ins. 75c

- Collapsible Tripod Screen
- Glass Beaded Screen surface

TRIPOD CASE



List \$4.50
1⁹⁵
Postage and ins. 25c

- Tripods Measuring 30 1/2"
- Such as Star D, Hollywood, etc.
- Rexhyde, Zipper-lock
- Carrying Handle

ADJUSTABLE DEVELOPING TANK



List \$1.75
1³⁹
Postage and ins. 25c

- For 35 mm, 127, 120, 620, 616, 116
- Easy Loading
- Agitating Rod

2 1/4 x 2 1/4 LUDWIG REFLEX



List \$100.00
76⁵⁰
Postage and ins. 50c

- F3.5 coated Tessar Lens
- Synchro Compur SVS Shutter
- German Precision Reflex

2 1/4 x 2 1/4 ROLLEICORD V



List \$134.55
89⁵⁰
Postage and ins. 50c

- F3.5 Xenar Lens
- Synchro Compur Shutter
- Latest Model

35mm ZEISS CAMERAS



Latest Model Full Sync.
List Used
Contax II A F2.0 Sonnar... \$345.00 \$244.50
Contax III A F1.5 Sonnar... 412.00 287.50
Contaflex II F2.8 Tessar... 169.00 115.50
Contaflex II F2.8 Tessar... 169.00 133.50
Postage and ins. \$1.00

35mm NIKON S2



Latest Model CAMERAS
List Used
Nikon S2 F2.0 Nikkor... \$295.50 \$199.50
Nikon S2 F1.4 Nikkor... 345.00 225.50
Postage and ins. \$1.00

35mm PRAKTIFLEX FX



Latest Model Lens With Automatic Diaphragms
List Used
Praktiflex FX F2.8 West Anar \$139.50 \$ 89.50
Praktiflex FX F2.0 Westanor 179.50 122.50
Postage and ins. \$1.00

CENTRAL'S MONEY-BACK GUARANTEE

If for any reason you are dissatisfied with any article purchased from us after a trial of 10 days, we expect you to return it to us. We will then exchange it for exactly what you want or refund your money. Should you return it within 90 days, we will give you 75% of the purchase price in exchange for other merchandise, if the equipment has not been abused.

2X TELEPHOTO LENS ARGUS C3



List \$19.95
12⁹⁵

- Screws into Regular Lens
- Does Not Change Lens Speed
- Gives 2X magnification
- Complete with Leather Case

75mm F4.5 Voigtlander



In Prontor Self Timing Shutter
List \$34.50
9⁹⁵
Postage and ins. 25c

- Fine Corrected Anastigmat
- Shutter Speeds 1 Sec. to 1/175

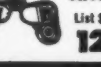
TRIAX PHOTO ELECTRIC EXPOSURE METER



List \$9.95
6⁹⁵
Postage and ins. 25c

- Sensitive Photo Electric cell
- Easy Reading Dial
- One Hand Operation
- Complete with Leather case

6x15 SIRUS PRISM BINOCULARS



List \$18.00
12⁹⁵
Postage and ins. 25c

- Lenses are coated
- Ideal for sports
- Complete with Leather case

2x2 33L Viewlex Projector



List \$67.00
39⁹⁵

- Automatic Slide change
- F3.5 coated anastigmat lens
- 300 watt blower cooled

LIBERAL ALLOWANCE on your present 2x2 projector



2x2 Revere 888 Projector
144⁵⁰

- Fully automatic
- Complete with case + seven magazines
- Magazines hold 252 slides

2x2 300B S.V.E. Projector



List \$49.95
29⁹⁵
Postage and ins. 75c

- 300 Watt Blower Cooled
- F3.5 Coated Anastigmat Lens
- Manual Slide Changer
- With Automatic Changer \$36.75

35mm KINE EXAKTA VX



Latest model with automatic Diaphragms and Pentaprism
List Used
VX with F2.0 Biotar... \$329.00 \$262.50
VX with F1.9 Xenon... 398.70 264.50
Postage and ins. \$1.00

BOLEX SUPREME



List \$824.00
579⁵⁰
used

- 25mm Switar F1.4
- 16mm Switar F1.8
- Compartment case

Electronic Flash



List \$33.50
22⁵⁰
Postage and ins. 50c

- Flash guaranteed for lifetime
- Works on A.C.
- Color guide No. up to 55
- For all shutters with X synchronization

TROJAN ENLARGER FOR NEGATIVES



35mm to 2 1/4 x 3 1/4
List \$25.00
19⁹⁵
Postage and ins. 75c

- Equipped F6.3 anastigmat Lens
- Full line of accessories
- Complete with baseboard

4 LIGHT BAR + METAL CASE



List \$12.95
8⁹⁵
Shipping and ins. 75c

- Folding Light Bar
- Case holds Bar + bulbs
- Bulbs \$1.35 each

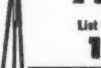
11" CLAMP ON REFLECTOR



List \$2.95
2⁹⁹
Postage and ins. 35c

- Aluminum reflector
- Acid etched to provide maximum in efficient reflection surface—Lots of 3—\$5.99

2 SEC. GUNDLACH TRIPOD



List \$10.00
7⁹⁵
Postage and ins. 50c

- Extended 53 1/4" Collapsed 32"
- Diameter of head 3 1/2"
- Made of sturdy wood

TROJAN SAFELIGHT



List \$1.50
1⁰⁹
Postage and ins. 20c

- Red and Amber
- Sturdy Plastic
- Uses 25 watt lamp

STAINLESS FILM CLIPS



6 for 69c
Postage and ins. 15c

- Strong grip
- Measures 1 1/4"

Acid Proof PLASTIC TRAYS



Sturdy and Strong—Lots of 3
5 x 7 8 x 10 11 x 14
\$1.00 \$2.30 \$4.19
Postage and ins. .20 .30 .40

CENTRAL CAMERA COMPANY

DEPT. M-14, 230 SO. WABASH AVE.
CHICAGO 4, ILL.

Send for FREE BARGAIN LISTS

- List A3—Still Movie Cameras & Projectors
- List B3—Photography Books
- List C3—Lighting Equipment
- List C4—Enlargers
- List C5—Binoculars & Telescopes
- List C6—Carrying Cases, Gadget & Pro Bags
- List C7—Tripods & Tilting Heads



NEW
SOLIGOR
PRECISION REFLEX

BIG, BIG, BIG
REFLEX BUY

WITH
PRISM
FOCUSING

Only
\$34⁹⁵

Model I

Ground glass
PLUS prism
focusing...
a SOLIGOR-
EXCLUSIVE!



Here's a tremendous value in an imported camera, with features no other camera in its class offers! Model I features 7 shutter speeds from 1/5 to 1/300th sec., highly color corrected ctd. f3.5 lenses, magnifier and eye-level sportsfinder, FX body synchronization outlet, body shutter release, metal dual lens cap... and much, much more!

Model II—Seven speeds to 1/300th, body-focusing thru field lens and split-prism, many other deluxe features. (Pictured above.)

\$47⁹⁵

SEMI-AUTO Model—Nine speeds 1 sec. to 1/300th with self-timer, field lens plus prism, semi-auto exposure counter & film transport.

\$59⁹⁵

SEE SOLIGOR AT YOUR DEALER
WRITE FOR BOOKLET-S

ALLIED-IMPEX CORP.

17 West 17th St., New York 11, N. Y.

Distributed by: Interstate Photo Supply—New York

New Beseler enlarger has color head, light control

The newest Beseler enlarger, Model 45MCR, features a color head for use in making color prints, and a variable resistor which controls the brightness of the enlarger lamp. It also has all the other features of the Model 45M enlarger.

The Bescolor head is an integral part of the enlarger's condenser system, and it can replace the present head on 45M enlargers. The filter drawer is located between the two condenser lenses. According to the manufacturer this feature offers the following advantages: no heat absorbing filter is needed; Printon and other filter foils will not ripple, blister, or buckle; filters are introduced only where the rays of light are vertical and parallel; commercial grade or "optically active" filter materials may be used without causing distortion of images.

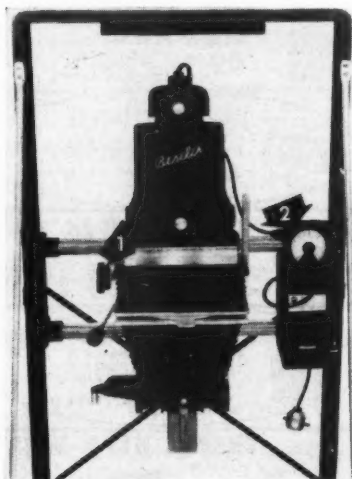
The variable resistor (it's called the Resistrol) is mounted above the motor housing. It varies the voltage input to the enlarger lamp from maximum voltage to 60 per cent of maximum (AC or DC). Thus, light intensity may be varied without adjusting the diaphragm of the enlarging lens. This affords additional control—by reducing the lamp brightness, exposure times can be lengthened for more precise dodging and burning in operations. It also makes possible long exposures even with the lens set to relatively wide apertures; this would be of value when either the easel or the lens is tilted deliberately in order to throw one area out of focus while keeping another part sharply focused.

The Resistrol has an outlet to which an accessory voltmeter may be connected in order to keep a check on line voltage fluctuations.

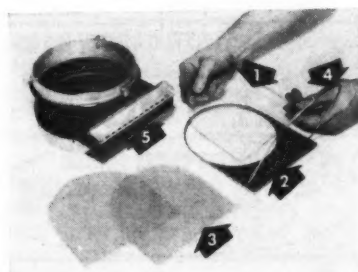
In addition to its uses during enlarging, the Resistrol also can be used to control the brightness of photofloods when the Beseler enlarger is used as a copying camera. The enlarger lamp cord is unplugged and the copying lights are plugged in.

In addition to the color head and Resistrol, the 45MCR enlarger also has the following features: it takes negatives

from 16mm to 4 x 5 in. size without changing condensers; the lamphouse moves laterally to center the image on the easel; the lamphouse is raised and lowered by an electric motor; there is a built-in filter drawer at the lens stage; it provides horizontal projection at precisely 90° angle. The price is \$229.75 (\$238.75 west of Denver, Colo.).—J. W.



Bescolor light head on Model 45MCR enlarger has hinged door (1) which is raised to insert filter holder. Resistrol voltage control (2) regulates brightness of enlarger lamp.



Color filters are used in Bescolor head as follows: clear plastic sheet (1) rests on filter holder frame (2) and supports filter foils (3). Wire bail (4) holds filter flat. Entire assembly slides into door in metal casting (5).

PHOTO BOOK CATALOG

Listing almost 700 titles! 40 Different subjects! First time ever—one catalog lists every photo book available. Cross indexed by subject, title, author. Many illustrations. Covers entire photo book field. Many titles unavailable elsewhere. Send 25c and your copy will be rushed to you. AMPHOTO 33-M W. 60th St., N. Y. 23, N. Y.



PHOTOGRAPHY OUTDOORS

Here's one richly illustrated book that gives you detailed information on how to take beautiful landscapes, marines and snow scenes—clouds, tree patterns, wild life, flowers—how to get best results with filters. A wealth of "know-how" for the outdoor man. From your dealer or direct—\$3.50.

AMERICAN PHOTOGRAPHIC BOOK PUB. CO., INC.

33 West 60th Street

New York 23, N. Y.

**BIRTHDAY SAVINGS
FROM
MITCHELL!**

SAVE .. SAVE



**Brand New Nationally Advertised
SOLIGOR I**



Split Image &
Ground Glass Focus
• Matched f:3.5
ctd. lenses
• FX Synchron
• Speeds to 1/300

\$29.50

**EXTENSION TUBES FOR LEICA
HIGH QUALITY
GERMAN MADE
ANODIZED**



Reg. \$17.95

\$4.95

**NOW IS THE TIME TO
BUY THAT LENS!**

8MM

7mm F2.5 W. A. **\$18.50**
6.5mm F1.9 8-ELEMENT W.A.
RETROFOCUS **28.75**
1 1/2" F3.2 FOCUS MT **10.75**
1 1/2" F2.9 FOCUS MT **12.95**
1 1/2" F2.5 FOCUS MT **15.99**
1 1/2" F1.9 FOCUS MT **21.95**

16MM

17mm F2.7 W. A. **\$24.45**
3" F3.5 FOCUSING **22.75**
3" F2.5 FOCUSING **29.75**
3" F1.9 FOCUSING **34.95**

**A PROFESSIONAL METER
AT AN AMATEUR PRICE
SEKONIC**



**PHOTO ELECTRIC
EXPOSURE METER**
• Simple to use
• For the New Computor
"Light Value" system!
• Direct Reading
• Humidity-proof
• Long life

\$8.45

complete with case and chain

Movie Fans

MITCHELL HAS THE FASTEST!

**8mm Telephoto
1 1/2" f:1**

Only \$75.00

16mm Telephoto

3" f:1.5. Only **\$75.**

16mm Wide Angle

10mm f:2.2. Only **\$49.95**

13mm f:1.5 **\$59.50**

Convert Your Slide Projector



**SAVE ON BRAND
NEW
AUTOMATIC
SLIDE CHANGER**

Newest way to store and
show slides! For 2 x 2
projectors, fits AMPHO, KODAK, SVET,
TDC, VIEWLEX, SKAN, BRUMBERG-
ER. Complete with mag. of 36 slides and
adapter. Specify projector model.

Reg. \$14.95

\$9.95

Mag. \$2.25—Spec. **\$1.59**

**BRAND NEW
FAMOUS
DAVIDSON
STAR D TRIPOD**



Conquest Elevating
Reg. Now
3 section \$19.95 \$13.95
4 section 15.40 9.49
4 section 17.50 10.95

**The New AUTOMATIC 1956
PRAKTIFLEX FX**



with the sensa-
tional Automa-
tic Westenar
f2.8

Only **\$84.49**

with f2.8 Tessar Preset..... **\$76.95**

105mm f4.5 TELEPHOTO

Only..... **\$17.95**

ZOOM FINDER

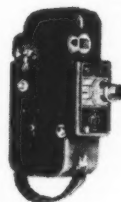


**FOR LEICA,
CONTAX,
CANON,
NIKON, etc.**

From 35mm to 135mm

\$14.95 incl. case

**THE BEST BUY MITCHELL HAS EVER
OFFERED IN A
16MM MOVIE CAMERA**



Look at these features!

- f:2.5 Lens
- 100 ft. economical
spool load
- Interchangeable lenses
- Slow motion and
sound speed
- 20 ft. wind
- Brilliant Finder

**AND LOOK
AT THE PRICE**

REG.
\$59.50

**MITCHELL
PRICE \$39.95**

TAPE RECORDER

Brand New, factory guarantee. LOOK AT THESE FEAT-
URES... 1/2 the size of a small typewriter... Only
14 lbs. ... full hour of recording... fast forward
and rewind... two-tone case. COMPLETE
WITH Crystal Mike, 5" Reel & Tape, Extra
Reel & Power Cord. Nationally advertised at
\$99.50.

ONLY \$68.75



**THE GREATEST BUY WE
HAVE EVER OFFERED
ULTRABLITZ Expert**



ELECTRONIC FLASH UNIT

COMPARE THESE FEATURES

- Weighs only 3 1/2 lbs.
- Operates on four 15c Batteries
- Also operates on AC current
- 1/1000 sec. flash duration
- Guide # 250 for B&W

NOW COMPARE THE PRICE...

REG. \$89.50
MITCHELL'S SPECIAL
Quantities Limited

\$39.95

WE HAVE IT ...

**AT THE PRICE
YOU WANT TO PAY!**

No matter what the item,
we will meet or beat
any price. Write and
tell us what you need
and the price you want
to pay.

SAVE \$24

on Brand New
2 1/4 x 2 1/4

**GOLDE
REFLEX
PROJECTOR**



300 W. Blower Cooled. F:3.5 lens.
35mm adapter. Free Case \$84 reg.

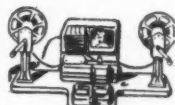
ONLY \$60.00

**TDC—VIEWLEX—OWNERS!
THIS IS FOR YOU**



Trays for your TDC Se-
lection or Viewlex
Change-O-Matic. Holds
36 slides per tray, card-
board or glass.

12 for \$5.50
Specify Projector



**SAVE
OVER
50 %
on Movie
Editing
Equipment.**

MANSFIELD EDITORS

complete with action Editor, rewinds,
splicer.

8mm Action Reg. \$39.95 Now **\$21.95**
8mm Deluxe Reg. \$59.50 Now **\$27.95**
16mm Deluxe Reg. \$69.50 Now **\$32.50**



Large
DeLuxe Heavy Duty
GADGET BAG

10 x 7 1/2 x 2. Extra pocket,
Button Down Flap, Zipper
top.
\$4.95 value
Postage 25c **\$2.25**

SAVE \$12



Genuine Leather
Gadget Bag 10 x 12 x 4
Reg. \$24. Postage 75c
\$12

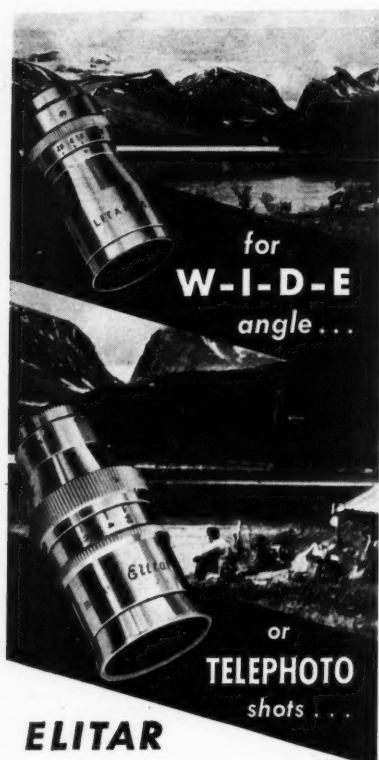
mitCHELL camera stores, inc.

127 WEST 50th STREET, NEW YORK 19, N. Y., PL 7-6812

Dept. M2

Write for Our New Catalog #M2
C.O.D., please send 10% deposit. In-
clude postage on all prepaid orders.
Excess refunded.





ELITAR

Soligor

LENSES

**give your camera
new, unlimited
range!**

Now...
at a price
never before possible.
... add to your movie camera
the versatility of wide angle
and telephoto! The world's finest
optics, made to the most exacting
standards... Soligor gives the American
movie-maker a completely new
point-of-view.
For 8mm and 16mm cameras, for as
little as \$12.95 to \$99.95.

For Professional movies,
see Elitar at your
dealer today.

NEW
or 16mm Fans!
SOLIGOR

15mm 11.9 WIDE ANGLE for all
16mm movie cameras.

Only \$54.95

"World's
Finest
Optics"
WRITE FOR
CIRCULAR EP-8
Elitar
OPTICAL
DIVISION
ALLIED IMPEX CORP.
17 West 17th St., New York, N.Y.
Distributor
INTERSTATE PHOTO SUPPLY, New York 11, N. Y.

the CAMERA CLUBS

by MABEL SCACHERI

What can you do when your speaker falls ill? A wise program chairman will have a couple of entertaining substitute programs on hand, ready to be used at a moment's notice.



Considerable responsibility for the success of a camera club falls on the program chairman, and frequently the going is kind of rough. "I enjoy planning the programs and luring in good speakers,"

one first-rate chairman told me. "But oh boy, when things don't go as planned, I am right on a very hot spot."

Quite often things don't go as planned. The speaker of the evening can get a bad sore throat, the flu—or be called suddenly out of town. Then there goes your program, at least for that particular date, which may be tomorrow night, or even tonight. You're left high and dry unless the program chairman really pulls a rabbit out of the hat, and fast.

Well, what's wrong with rabbits? Or you may prefer puppies, or kittens. At any rate, most camera fans like to photograph them, or watch the other boys try to get the attention of a cute, but not always cooperative little model. A kitten or puppy can as a rule be borrowed, from a member or from a pet shop, on short notice, and there you have an interesting program. It might even turn out that the kitten was more interesting than the pundit who had to break his speaking date with the club.

Another sure-fire model to entertain the club is a youngster. Since children young enough to be unselfconscious models should not be kept up late, better start that meeting right on time and skip any announcements, which too often blight the first half hour of a club session.

One variation on what to do when the expected speaker washes out is this: have a spare Tips and Hints program up your sleeve, so to speak. Pick a dozen of the abler, craftier members and tell each one to be thinking up a darkroom hint, for instance, or any kind of shutterbug hint. Something

useful on which he can talk for eight or ten minutes. No deep technical matter on which he can pontificate, you understand. The less pontificating the better, at all times.

Every photographer, after two or three years of rassing with cameras and enlargers and film and paper, has usually devised some handy trick. So you get your smart members to tell you of some such device, and to keep it under their hats until you need a substitute program. Give each of them no more than ten minutes to discuss their cute trick, and there you have an interesting and helpful program for the evening. I think I have previously mentioned that one club with this sort of audience-participation program used a kitchen timer, the kind you can set for any number of minutes up to sixty, and at the end of the period it goes "ping." When it pinged, the speaker was through, and he could always eye the timer while he was talking and see whether he was speeding his remarks up enough. A very sound procedure. These fellows who tell you they would die of fright if they had to give a talk to the club members will, once up there in front of the crowd, ramble on indefinitely. So, limit their time.

Think ahead

Lack of foresight at camera club meetings has for years kept me gritting my teeth. Is it so incredibly hard to make sure you have enough extension cords? What's difficult about providing some extra photofloods or flashbulbs? It only takes a moment to find out if the easel is high enough so that people back of the first two rows can see the pictures. Then, too, the color slide judge should have a pointer so he can point to certain picture areas easily. And the color slides should be checked to see if they are in the right order, with the proper side up, for projection.

Oh sure, the program chairman told Jim to bring some cords and told Bill to pick up some extra bulbs, but they forgot. They will always forget, you can depend on that. So, do these chores yourself, or else phone Jim and Bill an hour before the start of the meeting and remind them. They'll probably say, "Gosh, I'm glad you phoned. It would have completely slipped my mind..." What a mind! You program chairmen have my deepest sympathy.

—THE END.

EVERYTHING MUST GO — REGARDLESS OF COST!!

We are clearing our shelves of our huge inventory of premium quality photographic equipment. Everything must go! Many are priced below original wholesale cost! Indicate second choices as some of these items are one of a kind. Our 30 day trial period and one year unconditional Guarantee prevails.

35mm CAMERAS

Agfa Memo f4.5 Memar.....	\$ 9.95
Anaco Memar f3.5 ctd sync.....	21.95
Anaco Regent f3.5 ctd MX.....	34.00
Anaco Super Memar f3.5 ctd MX.....	42.00
Anaco Super Regent f3.5 ctd MX.....	52.00
Argus A2 f4.5 Std.....	11.95
Argus A4 f4.5 ctd.....	18.50
Argus C2 f3.5 ctd.....	17.50
Argus C3 case and flashgun.....	31.95
Argus C4 case and flashgun.....	53.75
Bolsey B2 case and flashgun.....	31.95
Bolsey C Reflex f3.2 ctd sync.....	39.00
Civo 35 f3.5 rfr flash.....	24.95
Clarus f2.8 ctd rfr.....	29.00
Contaflex f2.8 Tessor ctd MX.....	64.00
Contessa f2.8 ctd Tessor Flash.....	74.00
Graphic 35 f3.5 ctd MX.....	47.50
Kodak Bantam f4.5 ctd.....	17.50
Kodak Bantam Super f4 ctd sync.....	34.00
Kodak Bantam Special f2 Ekta.....	59.50
Kodak Flash Bantam f4.5 ctd.....	24.50
Kodak Pony #28 f3.5 ctd sync.....	16.00
Kodak Signet f3.5 ctd.....	44.00
Kodak 35 rfr f5 f3.5 ctd flash.....	36.95
Mercury II f2.7 sync.....	18.95
Perflex 101 f4.5 ctd rfr.....	18.95
Retina IA f3.5 ctd Xenar MX.....	31.95
Retina IIA f2 Xenar ctd MX.....	74.00
Retina II f2 Xenar.....	49.50
Retina I f3.5 Xenar.....	17.50
Robot I f2 Biotar.....	29.50
Robot Royal f1.9 Xenon MX sync.....	144.00
Vitar f3.5.....	10.95
Vito II f3.5 ctd Skopar sync.....	24.50
Vito II f3.5 ctd Skopar sync Compur.....	27.50
Vito II f3.5 Skopar Flash.....	29.00
Voigt Prominent f2 ctd MX.....	129.00
Voigt Prominent f2 ctd MX.....	127.95
Voigt Vintenn f2 ctd MX.....	89.00
Voigt Vintenn f3.5 ctd MX.....	62.00

LEICA — CANON

Leica D f3.5 Elmar.....	\$ 57.50
Leica IIIA f2 Summar.....	89.00
Leica IIIC f3.5 ctd Elmar.....	122.00
Leica IIIF f2 ctd Summar.....	134.50
Leica IIIF f3.5 ctd Elmar.....	152.00
Leica IIIF f3.5 ctd Summar.....	149.00
Leica IIIF f3.5 ctd Summar.....	134.50
Leica IIIF f1.5 ctd Summar.....	192.00
Canon III f1.9 ctd Serenar.....	89.50
Canon IV S2 f1.8 ctd Serenar.....	142.00

LEICA — CANON LENSES

28mm f3.5 Nikkor.....	\$ 94.00
28mm f3.5 Serenar.....	77.00
35mm f3.5 Canon.....	75.50
35mm f3.5 Serenar.....	49.00
35mm f2.8 Serenar.....	59.00
35mm f3.5 Nikkor.....	54.00
35mm f3.5 Xenon.....	49.00
35mm f2.5 Angenieux.....	59.50
50mm f3.5 Elmar.....	32.00
50mm f2.5 Summicron.....	99.00
50mm f1.5 Summar.....	107.00
50mm f3.5 Serenar.....	32.00
50mm f1.5 Serenar.....	89.00
50mm f1.5 Serenar.....	129.50
85mm f1.5 Serenar.....	174.00
85mm f1.5 Summarex.....	174.00
90mm f1.8 Angenieux.....	79.50
90mm f2.5 Angenieux.....	119.00
90mm f3.5 Kilar.....	44.00
100mm f3.5 Elmar.....	44.00
100mm f3.5 Serenar.....	42.00
135mm f4.5 Hektor.....	87.50
135mm f3.8 Kilar.....	52.00
135mm f3.5 Nikkor.....	79.00
135mm f3.5 Serenar.....	74.00
135mm f4.5 Travagon.....	28.50
150mm f3.5 Kilar.....	69.00
300mm f5.6 Tele Kilar.....	94.00
400mm f5.6 Fern Kilar.....	139.00

CONTAX — NIKON

Contax I f2.8 Tessor.....	\$ 44.00
Contax II f2 Sonnar.....	49.50
Contax II f1.5 Sonnar.....	77.00
Contax III f2 Sonnar.....	85.00
Contax IIA f1.5 ctd Sonnar.....	169.00
Contax IIA f2 ctd Sonnar.....	149.00
Contax IIA f1.5 ctd Sonnar.....	214.00
Contax IIA f2 ctd Sonnar.....	194.00
Nikon f2 ctd Nikkor.....	164.00
Nikon f1.4 ctd Nikkor.....	164.00

ATTENTION SLIDE PROJECTOR OWNERS!
LESS THAN WHOLESALE!
SPECIAL COMBINATION OFFER...
12 Trays for TDC Selection Chamber
PLUS Deluxe Carrying Case...
reg. 19.95 ONLY \$8.95

EXA-EXAKTA-PRAKTIKA

Exa f2.9 ctd Meritar.....	\$ 42.00
Exa f3.5 ctd Tessor.....	57.00
Exakta I f2.9 ctd Meritar.....	49.00
Exakta II f3.5 ctd Tessor.....	79.00
Exakta II f2.8 ctd Tessor.....	89.00
Exakta V f2 ctd Biotar Preset.....	144.00
Exakta VX f3.5 ctd Tessor.....	114.00
Exakta VX f2.8 ctd Tessor Preset.....	122.00
Exakta V f2 ctd Biotar Automatic.....	159.00
Exakta VX f1.9 ctd Xenon Automatic.....	189.00
Praktika FX f2.8 Tessor.....	46.00
Praktika FX f2 Biotar.....	64.00

NIKON CONTAX LENSES

25mm f4 Nikkor.....	\$109.00
28mm f3.5 Nikkor.....	94.50
35mm f4.5 Biogon.....	119.00
30mm f3.5 Tessor.....	29.00
30mm f2.8 Tessor.....	34.00
50mm f2 Sonnar.....	59.00
50mm f1.5 Sonnar.....	79.00
50mm f2 Nikkor.....	89.00
50mm f1.4 Nikkor.....	89.00
85mm f1.5 Nikkor.....	84.50
85mm f2 Nikkor.....	89.00
85mm f2.8 Nikkor.....	89.00
105mm f2.5 Nikkor.....	99.00
135mm f4 Sonnar.....	82.00
135mm f3.5 Nikkor.....	89.00
250mm f4 Nikkor in Reflex Housing.....	199.00

LENSES FOR PRACTICA-KINE EXAKTA CONTAX D-PENTACON

28mm f3.5 Angenieux.....	\$ 67.00
35mm f2.5 Angenieux.....	56.00
35mm f4.5 Lithagon.....	59.00
35mm f3.5 Macro Kilar.....	69.00
40mm f3.5 Cassaron.....	29.50
50mm f2 Auto Biotar.....	99.00
50mm f1.9 Auto Xenon.....	99.00
75mm f1.5 Biotar.....	89.50
80mm f2.8 Tessor.....	89.00
85mm f2.8 Culinar.....	39.50
85mm f1.5 Lithagon.....	99.00
90mm f2.5 Angenieux.....	57.00
90mm f3.5 Angenieux.....	119.00
90mm 3.5 Kilar.....	44.00
135mm f3.5 Angenieux.....	52.00
135mm f2.5 Angenieux.....	119.00
135mm f3.5 Auto Travagon.....	49.00
135mm f4.5 Steinheil.....	37.00
135mm 3.8 Kilar.....	32.00
135mm f3.5 Tele Collinar.....	39.00
135mm f4.5 Xenar.....	47.00
135mm f4.5 Albenar.....	29.50
150mm 3.5 Kilar.....	99.00
150mm f3.5 Tele Megor.....	37.00
250mm f3.5 Tele Megor.....	74.00
300mm 5.6 Kilar.....	92.00
300mm f3.5 Schneider Tele.....	94.00
400mm f3.5 Tele Megor.....	94.00
400mm 5.6 Fern Kilar.....	144.00

ACCESSORIES FOR LEICA CONTAX-KINE-PRAKTIKA CONTAX D-PENTACON

*BC Flashgun for Kine Exakta.....	\$ 6.49
*BC Flashgun for Leica.....	5.95
*C Mount (16mm) Adapter for Leica.....	5.95
*C Mount (16mm) Adapter for Exakta.....	5.95
*Extension Bellows Focusing Devices.....	4.49
*Extension Tubes for Kine or Praktika.....	6.49
*Extension Tubes for Leica.....	4.49
Individual Optical Finders.....	22.00
Infrared Finder.....	19.79
Nikon Closeup Forensic Lens.....	8.95
Microscope Adapter.....	28.95
*Penta Prism Finder for Exakta.....	13.95
With Rangefinder Prism.....	59.50
Leitz Reflex Housing.....	10.95
Vidom Finder.....	14.89
135mm.....	14.89

STEREO CAMERAS

Edixa Stereo Camera f3.5 ctd Flash.....	\$ 82.00
Hoca Stereo f3.5 ctd Flash.....	36.00
Kodak Stereo f3.5 ctd Flash.....	47.00
Revere f3.5 ctd Flash rfr.....	72.00
Stereo Realist f2.8 ctd Flash rfr.....	107.00
Stereo Realist f3.5 ctd Flash rfr.....	67.00
Viewmaster Personal f3.5 ctd Flash.....	89.00

SPECIAL SALE OF AIREQUIPT TRAYS

12 Airequipt Trays and Deluxe Luggage bag carrying case—Regular Value of \$34.95. This special combination now on sale for only \$22.95

ROLL FILM CAMERAS

Anaco Speedex f4.5 ctd sync.....	\$ 22.00
120 Folding Camera Schneider sync.....	12.95
Ikonta III B f3.5 Tessor ctd MX.....	49.50
Kodak Medalist I f3.5 Ekta.....	54.00
Kodak Medalist II f3.5 ctd Synch.....	69.50
Kodak Vigilant 020 f4.5 ctd.....	16.95
Omega 120 f3.5 ctd sync.....	139.00
Super Ikonta A f3.5 ctd Tessor MX.....	39.50
Super Ikonta C f3.5 Tessor MX.....	59.50
Super Ikonta B f2.8 Tessor MX.....	87.00
Super Ikonta BX f2.8 Tessor MX.....	97.00
Voigt Bessa rfr f3.5.....	37.50

EXPOSURE METERS

Weston DR.....	\$ 10.95
G. E. DW88.....	12.95
Sixtimate 3x.....	15.95
Weston II.....	14.95
G. E. PH1.....	16.95
Leica.....	16.95
Norwood Director.....	16.95
Bewl Automatic.....	17.95

SLIDE PROJECTORS

American Optical Skot 300W.....	\$ 24.00
Argus Automatic 300W and case.....	39.00
Argus 300W and case.....	46.00
Argus 300W/stripfilm attach case.....	29.00
La Belle 55.....	52.00
Nord Stereo Projector.....	62.00
Revere 400 300W Auto & Case.....	69.50
Revere 444 300W and case.....	31.00
Spencer 150W.....	16.95
TDC Duo 300W.....	34.00
TDC Handitrol 300W Semimatic chg.....	27.95
TDC Stereo Projector.....	94.00
TDC Stereo Projectorview.....	84.00
TDC Model D 300W w/semimatic.....	34.00
Viewlex AP 5 100W w/case.....	15.95

REFLEX CAMERAS

Argoflex E f4.5 ctd.....	\$ 18.00
Auto Rolleiflex f3.5 Xenar ctd MX.....	114.00
Auto Rolleiflex f3.5 ctd Tessor MX sync.....	124.00
Auto Rolleiflex f3.5 Xenotar MX sync.....	179.00
Ciroflex B f3.5 ctd.....	22.50
Ciroflex C f3.5 ctd sync.....	32.00
Ciroflex D f3.5 ctd sync.....	32.00
Ciroflex F f3.2 ctd MX sync.....	57.00
Graflex 22 f3.5 ctd Flash.....	44.00
Hasselblad f2.8 ctd Ekta.....	199.00
Hasselblad Super wide f4.5.....	385.00
Ikontex f4.5 f3.5 Tessor MX sync.....	55.00
Ikontex IIA f3.5 Tessor MX sync.....	72.50
Kodak Reflex I f3.5 ctd Ekta.....	81.00
Kodak Reflex II f3.5 ctd sync.....	52.00
Primar Reflex f3.5 ctd Tessor.....	119.00
Reflekta f3.5 ctd sync.....	17.95
Ricohflex VI f3.5 ctd sync.....	18.95
Rolleiflex III f3.5 ctd Tessor MX.....	69.00
Rolleiflex IV f3.5 Xenar ctd MX.....	69.00
Rolleiflex V f3.5 Xenar ctd MX.....	11.95
Voigt Brillant f7.7.....	11.95

PRESS CAMERAS

2 1/4x3 1/4 Ann Graphic f4.5 rfr.....	\$ 77.00
2 1/4x3 1/4 Ann Graphic f4.5 rfr.....	82.00
2 1/4x3 1/4 Bush Press f4.5 ctd.....	69.50
Raptar cpd rfr Solenoid.....	112.00
2 1/4x3 1/4 Crown f4.5 sync rfr.....	299.00
2 1/4x3 1/4 Linhof coupled rfr complete w/3 lenses.....	299.00
3 1/4x4 1/4 Graphic f4.5 rfr.....	59.50
3 1/4x4 1/4 Graphic f4.5 Tessor rfr.....	59.50
4x5 Ann Speed Graphic f4.5 rfr.....	89.50
4x5 Crown f4.7 Ekta rfr sync.....	139.00
4x5 Linhof Super Technika f4.5 MX.....	189.00

ELECTRONIC FLASH UNITS

FR Strobe outfit.....	\$ 32.95
Helland Strobonar IV.....	149.00
Helland Strobonar V.....	99.50
Helland Strobonar VII.....	44.00
Ultrablitz Expert IV.....	39.95

For Owners of Revere Projectors SAVE 50%

A special combination offer of 12 trays for the Revere Slide Projector and a Deluxe Carrying case. A total value of \$25.83 for only \$12.95

ENLARGERS

Federal 135 Sto-away f4.5.....	\$ 27.00
Federal 240 Sto-away f7.9.....	12.00
Federal 260 Sto-away f6.3.....	21.00
Federal 270 Sto-away f6.3.....	24.00
Federal 260 CL Sto-away f6.3.....	34.00
Federal 311 Sto-away f4.5.....	37.50
Federal 450 f4.5.....	49.50
Federal 450 CL f4.5.....	59.50
Federal 470 f4.5.....	63.00

8MM MOVIE CAMERAS

B&H 220 f2.8 ctd.....	\$ 27.50
B&H 230 f2.8 ctd.....	29.95
B&H 134V f2.5 ctd.....	52.50
B&H 172B f2.5 ctd.....	79.50
B&H 1347A f2.5 ctd.....	74.50
B&H 172A f2.5 ctd.....	99.50
Bolex LA f2.8 ctd Vitar.....	54.50
Bolex B8 f2.8 ctd Vitar Turret.....	79.50
Bolex HR Leader f1.0 ctd.....	159.50
Debur Fadematic f2.3 ctd.....	69.00
Keystone Capri f2.8 ctd.....	31.95
Keystone K35 Turret f1.0 ctd.....	82.50
Keystone K41 Mag. f2.5 ctd.....	46.50
Keystone K45 Mag. Turret f1.0.....	89.50
Kodak Mag. f2.5 ctd.....	88.50
Kodak Brownie f2.7 ctd.....	23.95
Revere 84 f2.5 ctd.....	99.00
Revere 80 f2.5 ctd.....	46.50
Revere 40 f2.5 ctd.....	49.50
Revere 44 f2.5 ctd.....	62.00
Revere 44 f2.5 ctd.....	64.50

8MM PROJECTORS

B&H 250 500W.....	\$ 58.00
B&H Regent 500W.....	39.00
Keystone K70 500W.....	44.50
Keystone K95 500W.....	71.00
Keystone K100 750W.....	89.00
Revere 85 500W.....	57.50
Revere 90 750W.....	69.50

16MM MOVIE CAMERAS

B&H Auto Load f1.0.....	\$ 74.50
B&H 200T f1.0 Turret.....	39.00
Bolex H-16 Leader f1.0 Turret.....	159.50
Keystone A9 f2.5.....	81.00
Keystone K50 f2.5.....	72.00
Keystone A12 f1.0 Turret.....	149.00
Keystone K55 f1.0 Turret.....	94.00
Revere 26 f1.0 Turret.....	109.50
Revere 16 f1.0.....	87.50

16MM PROJECTORS

B&H 273.....	\$122.00
B&H 173.....	169.00
B&H 285C Sound.....	279.00
Keystone A82.....	79.00
Keystone K161.....	89.00
Revere 48.....	99.00
Revere Sound.....	169.00

LENSES & ACCES.

Argus C3 Wide Angle.....	\$ 29.00
Argus C3 Tele Lens.....	29.00
Argus C4 Wide Angle.....	39.50
Argus C4 Tele Lens.....	39.50
Argus C4 Zoom Finder.....	9.95
Minox HHS Camera.....	79.00
Polaroid Highlander.....	39.00
Polaroid Model 95A.....	41.00
250mm f3.5 Tele Adra for Primar.....	99.00
Reflex.....	89.50

All items marked * are Brand New. Others used.

SAVE 50% & MORE BRAND NEW

Imported World Famous Votar Movie Lenses for 8mm Cameras

	List	Sale
6.5 f2.5 WA.....	\$29.95	\$19.00
6.5 f1.9 WA.....	39.95	19.95
38mm f2.5 Tele.....	21.95	12.95
38mm f1.9 Tele.....	37.95	17.95
38mm f1.4 Tele.....	49.95	22.95

FRESH FILM and PAPER

"Quality at a low, low price!"

Yes! You can buy film and paper at prices less than ours. BUT, YOU CANNOT BUY MERCHANDISE EQUAL TO WHAT WE OFFER HERE AT PRICES LOWER THAN OR EVEN THE SAME AS OURS! While we don't have the largest stock in the U.S., we do claim the largest supply of 1954 and 1955 dated stocks. Remember—you get MORE and BETTER for LESS at Gartel's!

Fresh 1956 — Factory Packed 35mm MCGREGOR COLOR FILM

Day, or Tung. Process. & Mtg. Included
36-Exp. Roll 3 for **6.49**
12-Exp. Roll 6 for **5.00**

35mm ANSCOCHROME
Factory fresh. 1956 Reloads
20-Exp. 3 rolls **3.99**

35mm ANSCO COLOR
Types 534 and 535. 3 for
FRESH 1956 day. **2.99**
or tung. reloads. **2.99**
(with proc. & mtg., 3 for 4.79)

NEW E.K. TRI-X 35mm RELOADS

Faster than Super-XX! Now
take indoor shots by exist-
ing light! Indoors at night
without flash! Better
than
200ASA. 3 Rolls **1.29**

35mm Bulk Tri-X SPECIAL
Factory fresh 1957 dated!
NOT outdated surplus!
35mm x 50' **2.50**
35mm x 100' **4.95**

35mm x 50'
E.K. SUPER-XX
Orig. factory pack.
1955 dated. Gartel **1.09**
guaranteed!

35MM FRESH 1957
SAFETY FILM
Plus-X Super-XX
100' Bulk **2.79**
50' Bulk **1.50**
20-Exp. rel'ds, 3 for **1.00**
36-Exp. rel'ds, 3 for **1.50**

8mm FRESH B&W
MOVIE FILM
The best available! ASA50.
Fine Grain Pan. Includes
fast process.

8mm
Dbl. 25 ft. 3 for **3.50**
One roll FREE with 6!

16mm x 50' MOVIE FILM
E.K. Plus-X mags. 3 for
Orig. fact. pack
Proc. Included
6 for **13.25** 6-75

ENLARGING PAPER

Size	Type	Contrast	Date	Quan.	Each 2 for
8x10	DW, SM	#1, 2, 3	Mar. '55	100	3.29 6.00
8x10	SW, GL	Varigam	Jun. '55	100	3.59 7.00
8x10	DW, SG	Varigam	Jun. '55	100	3.75 7.25
8x10	SW, GL	Brovira			
8x10	DW, SM	#2	Mar. '55	100	3.49 6.50
10x10	SW, SG	#1, 2, 3	Nov. '54	100	2.59 5.00
10x10	SW, GL	#3	Feb. '55	100	3.59 7.00
10x10	DW, SM	#3	Jul. '55	100	3.59 7.00
10x10	DW, SM	#2	May '56	100	3.95 7.50
7x8 1/2	SW, GL	Brovira			
		#1	Jan. '55	100	2.09 4.00

*Original factory pack

9 3/8" x 200' ENLARGING PAPER

SW, 8M, Resist. All in manufacturer's original pack.
• 1954 dated, #2 and #3. 2 rolls 7.50
• April, 1955 dated, #1 only. 2 rolls 6.50
• April, 1955 dated, #3 only—ea. **4.25**
(shpg. wgt. 10 lbs. per roll) 2 for 8.00

AERIAL FILM

5 1/4" x 20' Tri-X, Dec. 1954	1.50
5 1/4" x 25' Sup-XX, Feb. 1955	1.95
5 1/4" x 26' Hi-Speed Infra	
red, ASA100, Mar. 1954	1.95
5 1/4" x 56' Sup-XX, Feb. 1955	2.95
5 1/4" x 100' Sup-XX, Sept. 1954	5.25
9 1/2" x 75' Sup-XX, June 1955	8.95
9 1/2" x 200' Sup-XX, June 1955	19.95

All dates are manufacturers' dates!! Orig. fact. pack

35mm DIRECT POSITIVE FILM

Panchromatic for Fine Grain transparencies of superior
tonal quality, made directly in your camera without nega-
tives. Day.—ASA64; Tung.—ASA50. Complete diagrams
for daylight & photoflood exposures.

20-EXP., 3 for 1.49, 6 for 2.59; 36-EXP., 3 for 2.25
100' Bulk **4.95**
DIRECT POSITIVE DEVELOPING KIT **2.90**

Has all necessary chemicals. Made by East-
man Kodak. Sent via Railway Express collect

AERO EKTACHROME

1955 orig. fact. pack kit in-
cludes film, chemicals for
home process. Instructions.
5 1/4" x 40', Sept. '55— **9.95**
9 1/2" x 40', June '55— **18.95**

HOME PROCESS. KITS

1 1/2 gal. **2.49** 4 1/2 gal. **3.95**
35mm RELOADS. 100ASA.
10 times faster than other
color films. Incl. proc. &
mktg.

20-EXP.—3 for **4.79**

AERO EKTACHROME

BULK SPECIAL!
35mm x 37 1/2' cut
from 1955 stock **3.95**
35mm x 75' **7.50**

BULK FILM COMBO

We will supply Daylite
Bulk Loader plus
35mm x 50' factory packed
E.K. roll of
1955 film. **5.95**
or, 35mm x 100' roll of
factory packed
1955 film. **6.95**

GARTEL PHOTO SUPPLY COMPANY

EAST MEADOW, Long Island, N. Y.
(Please include postage with order)

INDOOR LIGHTING

(Continued from page 92)

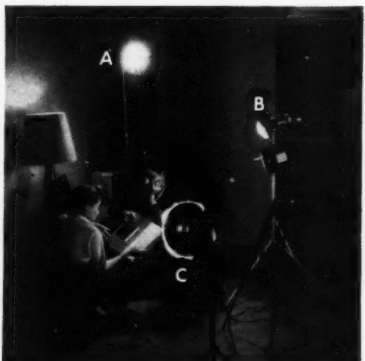
camera, but to the left and slightly be-
hind it.

Our main character is sitting close to
a wall. A light is needed that will add
depth to the scene by lighting back-
ground. The third light, a spot (C), is
placed in line with the girl so that some
of the light spills on the wall and some
acts to highlight her hair.

The lighting arrangement allows us
to stay back far enough to get our es-



This part of our story required that
a definite separation in tones be made.
Illustration below tells how lights were
arranged for desired result.



Main light (A) was placed far to the
right of the camera. The fill (C) as-
sured enough light to kill shadows and
it separated tones. The spot (B) served
as hair light and partial fill.



Flood in fireplace and a fill, adjusted
so that just the edge of the beam soft-
ened facial shadows, lit our final shot
to make fire look real.

ablishing shot and then to move in for
a close-up of the girl combing her hair
in preparation for her date.

The second scene takes place in the
same living room, but the situation re-
quires slightly different lighting. Much
more area has to be lit. Both the girl in
the foreground and the boy entering
through the door required light of uni-
form quality. And we still want that liv-
ing room lighting feeling.

The key light (B) is still high and to
the right of the camera, covering the en-
tire scene. Another key light (A) is to
the right of the first key light this time.
Our spot (C) is parallel with the cam-
era but to the left of it. It acts to high-
light the girl's hair and add additional
light to the foreground. A flood is set
behind the door in the center picture on
the right of page 00. If there were no
flood behind the door, it would be un-
naturally dark. We were able to shoot
the entire scene of boy entering the room
and then walking to the girl to show
her the records.

We move the lights again for our third
scene at the record player. The main
light (A) is high and to the right of the
camera. The fill (C) is extremely low
and to the left of the camera, softening
shadows caused by the main light. The
spot (B) adds light to the hair and acts
as a partial fill.

The closing scene of our story requires
slightly different lighting. The fireplace
mood is obtained by placing a light in
the hearth where it is blocked from cam-
era view by the boy's body. One flood
would result in a silhouette. You may
want just that kind of mood. However,
we want to show more facial detail by
adding a fill. The fill can be placed
either to the right or left of the camera
and slightly behind it. The reflector is
feathered (turned so that just the outer
edge of the beam falls on the boy and
girl). You can adjust to give the exact
amount of light you want.

Your bar light can be used in any
of the above lighting setups by substitut-
ing it for either the main or fill lights.
However, one of the best ways to use a
bar light is to bounce its light beams off
a light colored wall. We used the bar-
light to shoot the child in the bathtub
on page 92. It was placed high enough
to simulate a bathroom cabinet light.
The tile walls helped distribute the light
evenly. You can mount your lights higher
still to simulate an overhead fixture. We
found the bounce technique for movies
of babies helped to overcome one prob-
lem at least—baby wasn't bothered by
glaring lights and behaved normally.

Once you've experimented a bit with
these basic lighting ideas you will proba-
bly be able to come up with some of
your own. Just remember, lighting

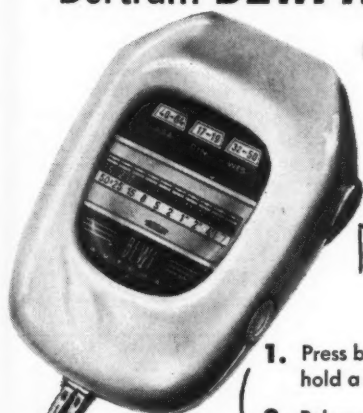
(Continued on page 112)

2 GREAT DEVELOPMENTS FOR BETTER, MORE INTERESTING PICTURES

Bertram BEWI AUTOMAT "A" Automatic Exposure Meter

Featuring the unique and exclusive "AUTOMATIC CALCULATOR"

For quick, easy, automatically correct readings!



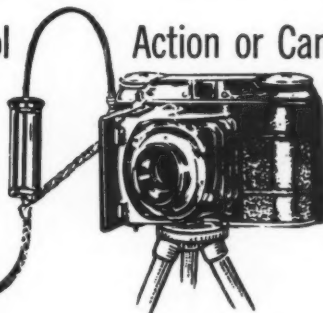
1. Press button — hold a second!
2. Release — and get correct reading!

The "automatic calculator" automatically sets the shutter scale speed to the corresponding diaphragm so that exposure time and stop can be read off directly and immediately. No scales, needles or tables. Correct lens openings and speeds for all shutters, including the new Compur Light Value shutters. For use with all cameras, all films, all ratings. Lens openings, f/1.5 to f/22; speeds 1/1000th to 4 minutes. And it's one of the most beautiful meters ever designed. **\$29.50**, with Incident Light Attachment, Neck Cord and Plastic Dustproof Box. Special Leather Case, **\$2.95**.

For Remote Remote Control

Action or Candid Shots!

KAGRA Remote Control EXTENSION UNIT



Consisting of
30 feet of
Tubing,
Rubber Bulb
and Cable Release

You place the camera where you want it, stand back as much as 30 feet, press the rubber bulb and the picture is taken. A great accessory for all types of photography — informal pictures, nature studies, self portraits, police and scientific work, unposed children's pictures and so on — its use is limited only by your imagination. The KAGRA Unit consists of two lengths

of tubing — one 20 feet, the other 10 feet — with metal connector. Attaches to almost every type of shutter . . . on many still, stereo and movie cameras. Supplied with Compur or Prontor release which is interchangeable with most standard releases.

\$10.95, with simulated leather case.

WILLOUGHBYS

110 West 32nd Street • New York 1, N. Y. • LOngacre 4-1600

learn to earn at

BROOKS
INSTITUTE OF
PHOTOGRAPHY

Study

PROFESSIONAL PHOTOGRAPHY

In Beautiful Santa Barbara, Calif.

"Where the Mountains Meet the Sea"



Advantages of Studying at BROOKS INSTITUTE

- Train with World Famous Instructors
- Enjoy the Photographic School With a Spacious Campus
- Complete 24-month Courses in:
Professional Portraiture
Illustrative Photography
Advertising, Fashion, General
Commercial, Pictorial-Journalism
Color Printing and Techniques
- Short Courses
Tailored to individual's special
needs. One week or more. May
enter at any time.
- Motion Picture Courses*
General Commercial, Television
Productions, Dramas and Plays

Co-Educational
Approved for Veterans
Service and Placement Bureau

*Course not approved for Veterans

The Gateway to a Photographic Career



FREE Complete descriptive material
of the unique BROOKS "Learn
By Doing" system. Mail coupon today!

BROOKS INSTITUTE, Dept. 4
Santa Barbara, California
Gentlemen: Please send me full descriptive
literature. I am interested in
☐ 24-month course ☐ Short Course
☐ Motion Picture Course

Name.....
Street.....
City.....Zone.....State.....
☐ I am a Veteran ☐ Non-Veteran

INDOOR LIGHTING

(Continued from page 110)

should help tell the story. So, make it part of your script. Here are several things you should know before trying some of the lighting setups on pages 92 and 93.

1. Black-and-white film and color can be shot with equal success indoors. Remember to set your meter for the tungsten rating when using black-and-white film indoors.

Type A Kodachrome will give you best results when shooting color under tungsten light. If you must use daylight film indoors, place a Wratten No. 80A or equivalent filter over your camera lens. However, you will probably find that it will be almost impossible to achieve the right exposure with daylight film as the exposure index is much too low.

2. The intensity of light falling on a subject varies drastically as the distance between it and the light source changes. Let's assume your subject is eight feet from a flood lamp. If you move your subject to a position where he or she is only four feet from the flood, the intensity of the light on the subject is increased four times. Should you move your subject to a position only two feet from the light source, light is now 16 times as strong as it was at eight feet. This is the law of inverse squares. Should you find that the position of your lights don't permit you to use the lens opening you want, you can adjust lamp-to-subject distance to obtain the intensity desired. After a little experience working with lights the law of inverse squares will help you balance one light against the other for the effect you want.

3. Your viewfinder is one of your best guides to good lighting. It tells you where you need light to illuminate the scene you are filming.

4. Handle all lights, stands, wires and other equipment with care. Allow at least five minutes before removing a burned-out bulb. Make sure water doesn't splash on flood lights when filming in kitchen or bathroom. Even a drop will shatter a flood lamp. Be particularly careful when working with lights near plumbing fixtures or radiators. Never touch a light stand when your body is in contact with a water pipe, light switch flush plate, or any type of household heating fixture.

5. Photographic lights put an unusual load on your household electric circuits. Most apartments have only two circuits. Private homes may have up to six or eight, depending upon the newness of the house. A 15-ampere circuit will handle three No. 2 lamps, but it's best to use only two to provide you with a safety factor. A single 15-ampere line will handle four No. 1 floods. But make sure your

extension cords are long enough and the right size so that you can employ all your circuits.

6. Flood-lamp life will be prolonged if you turn them off when not in use. Set up your lighting system one flood at a time—turning off those not actually being used.

7. Behind every good movie is a certain amount of planning. Just as long shots, closeups, and continuity have been planned for, lighting must be part of your script. It should be tailored to the scene, designed to give it a feeling of reality.

8. Three No. 2 floods, and one No. 1 flood should be enough to cope with any lighting situation you may meet. Metal reflectors can be employed, or you can buy reflector-floods—lamps with built-in reflectors. When you buy your equipment make sure that the lights are balanced for color shooting, too. If you decide on reflector floods the kind you need for shooting Kodachrome Type A are the RFL-2's.

Lights can be placed in position with either clamps or light stands.—THE END

SALON Calendar

*8TH INTERNATIONAL COLOR SLIDE EXHIBITION.

Closes: April 21
Exhibit: April 29
Fee: \$1

Sponsored by the Berks Camera Club, Reading, Pennsylvania. Medals and ribbons will be awarded for winners and honorable mentions respectively. For information and entry blanks, write to Mr. John H. Kline, chairman, 312 Raymond Street, Hyde Villa, Reading, Pennsylvania.

*25TH BOSTON INTERNATIONAL EXHIBITION OF PHOTOGRAPHY.

Closes: Prints, April 9
Slides, April 16
Exhibit: April 29, May 6
Fee: Prints, \$1.50
Slides, \$1.00

Sponsored by the Boston Camera Club. For information and entry forms, write to Miss Merriam Blodgett, 101 Plymouth Avenue, East Milton, Mass.

*TWENTY-SECOND ANNUAL INTERNATIONAL BLACK-AND-WHITE SALON OF PHOTOGRAPHY.

Closes: March 15
Exhibit: April 8-22
Fee: \$2, four black and white prints or hand colored prints

Sponsored by the Pictorial Photographers of America, New York. For information and entry blanks, write to Karl Kunkel, 326 East 30 Street, New York 16, N. Y.

Dad Is Smart

Because he waited until after Christmas to buy. Below are some of the new products and others offered to you at low incredible prices. Anything you can't find, write for lowest price. Our Camera Technologists will be happy to answer technical problems as well. Get our quote before you buy.

DARKROOM SPECIALS

	LIST	COST YOU
Blotter Rolls—Dry 60—8x10 prints		
Crystal Brite Blotter Books Cont 18 sheets Dry 18 prints	2.00	1.15
Size 9x12	1.25	.79
Size 12x18	2.45	1.74
Lens tissue, lint free (100)	.50	.27
Darkroom Safelight new Built to swing in circle for table top or wall		
Steel Reel Chests	4.95	2.71
8mm 200 ft.	3.95	2.39
8mm 300 ft.	4.95	2.99
8mm 400 ft.	5.95	3.59
16mm 400 ft.	6.95	4.19
Wallet Acetate Album	.35	.19
8mm 200 reel or can	.55	.43
8mm 300 reel or can	.65	.49
8mm 400 reel or can	.80	.63
16mm 400 reel or can	.80	.63



35MM SLIDE FILE

holds 300 cardboard or 150 glass, List \$2.95 only **\$1.69**



NEW 5-SEC. BRASS TRIPOD

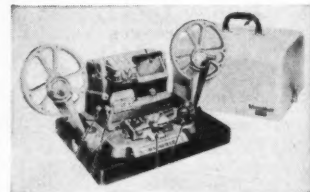
List \$13.50 only **\$4.95**

Plastic 35mm Slide Viewer List \$1.00 spec. 49c

Lipstick Camels Hair Lens Brush. List \$1.40 only **75c**

PRIZE—German Imported Photoelectric Exposure Meter Reg. \$12.95 Spec. **\$8.32** incl. case

New! 1956 Mansfield Portable Deluxe Film Editor



New streamlined, modernistically designed Deluxe Motion Picture editor.

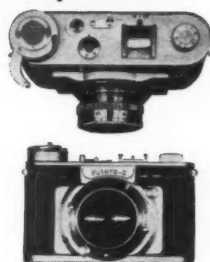
8mm Editor—Complete (No Case) List \$40.00 **Our Price NEW \$21.25**
Case Extra \$4.92

Bolsey B

F3.2 lens w/coupled Rangefinder

List 56.75 **Special NEW \$2195**

Brand New 1956 Futura Super III



The Camera "Most likely to succeed" Because of these features:

- All lenses, standard, wide angle, & telephoto, couple to the rangefinder
- Single lens rangefinder and viewfinder
- Manual rapid sequence device
- Compur MX shutter, full sync, 1 sec.-1/500
- Lever arm rapid film transport, cocks shutter automatically
- Helical focusing
- Double exposure preventive device
- Self timer
- All metal construction

FUTURA III w/f2.5 EVAR. w/rapid wind	\$177.50
FUTURA III w/f1.5 FRILON. w/rap. w.	227.50
35mm f4.2 wide angle Ampligon w/fdr	66.50
75mm f3.8 Telephoto w/fdr	68.50
90 f3.6 Tele-Elor w/fdr	82.50
Futura De Luxe leather case	12.50

TREMENDOUS TRADE-IN ALLOWANCES

Try us. Buy it. If you don't like it, return it! This is the greatest camera value that has been offered to the photographic public. Unlike other cameras with interchangeable lenses in compur shutters, the Futura III lenses ALL couple to the rangefinder. The rapid wind mechanism swings away from the camera, thus enabling the photographer to take rapid sequence picture without taking his eye away from the viewfinder.

Mohawk Midgetape Pocket Recorder



Battery operated 3 1/2" in width 8 1/2" in length, lightweight, 1 hour recording. A must for business execs., sales managers, reporters, radio, T.V., on-the-spot interviews, insurance investigators, etc. Free Literature.

Trade-ins accepted. **ONLY \$249.50**

incl. bat. mike, earphone and tape. Send for free Brochure.

For Auto Changers

	List Only
Trays for Viewflex Changer	1.50 .68
Trays for Revere Automatic Proj.	1.45 .37
*Magazines for Airlequit Changer	2.25 1.48
Trays for TDC Economy	1.00 .49
Case (holds 30 Airlequit mags) value	15.95 6.95
Case (holds 12 Revere mags)	9.50 4.95
Case (holds 12 Revere mags)	11.95 5.49
Case (holds 24 TDC trays)	15.95 7.95
Case (holds 30—LaBelle trays)	11.95 5.49
Case (holds 15 Viewflex trays)	11.95 5.49

* Due to tremendous volume of orders, please allow two weeks for delivery.

SUPER BUYS 30%-40% OFF

Everything listed below is used, but in like new condition, except those items marked NEW. One year guarantee on everything.

8mm MOVIE PROJECTORS	NEW PRICE
Keystone K100M	167.50 106.00
1955 Bolex projector w/case	188.50 109.00
B&H Monterey 500W w/case	99.50 45.00
DeJur 750 w/case	159.50 89.00
Keystone K70, 500W, w/case	79.95 47.50
Revere 85D 500W	124.50 59.00

35mm SLIDE PROJECTORS

Skan 200W, blower, metal, NEW	44.50 21.95
Amer. Optical 300W w/auto chgr, NEW	59.95 41.97
Viewlex V33 w/auto changer, NEW	67.00 38.50
Argus 300 w/auto changer	68.50 39.75
1955 Kodak Signet 500W	73.50 42.00
1955 Revere Auto, model 553	69.50
TDC Headliner 300W, NEW, disc.	49.95 34.97

CAMERAS

Graphex 22 reflex, f3.5 lens	93.50 55.00
Exakta VX, f2.8 pre-set Tessar	
Exakta VX, f2.8 pre-set Tessar	326.50 196.30
Exakta VX, f2.8 pre-set Tessar	
Exakta VX, f3.5 Tessar, penta-prism, NEW	279.50 167.50
Exakta VX, f3.5 Tessar, penta-prism, NEW	250.00 169.50
Exakta VX, f3.5 Tessar, waist-finder, NEW	199.50 138.50
Exakta VX, f2.8 pre-set Biotar	
w/RF penta-prism, new 1956	385.00 229.95
Rolleicord V, f3.5	149.50 86.00
Rollei auto, latest, f3.5 Tessar	232.50 119.27
Polaroid Highlander	69.95 39.00
Polaroid model 95A, latest	89.75 49.50
Robot Royal, f1.9 Xenon, RF, latest	287.50 179.50
Kodak 35 RF, std. f3.5 lens, sync.	84.50 29.95
Leica M3, f2 Summicron	445.00
Contaflex I, f2.8	169.50 87.00
Contaflex II, f2.8 Tessar, w/meter	199.50 129.72
Leica IIIIf, f2 Summicron	345.00 185.00
Graphix 35, case, & flash	89.50 49.50

RADIANT SCREENS DLS 30x40...	25.95 15.57
40" off...	27.95 16.77
Brand New!!	50x50, 36x50, 22x17
Above screens are shipped R.R. Ex. Collect	

New 1956 blower-cooled projectors

American Optical, 300W, w/case and auto changer, List \$59.95	New \$41.97
SVE Skyline Deluxe, w/f2.9 lens, automatic Airlequit changer and deluxe case, List \$87.50	New \$49.97
SVE Skyline 500 Deluxe, w/f2.9 lens, automatic Airlequit changer and deluxe case, List \$108.50	New \$59.97

New U.S.C. Lifetime electronic flash. 1 1/4 lbs., up to 35 guide no. with new color films.

For A.C.	Battery pack	\$19.95
If purchased together, special		\$39.95
incl. bracket and cord		

MINUTE MOUNT frame—no nails, no pasting, no ironing. For salon prints 16x20 overall, accommodates 5x7, 8x10, 11x14, 16x20, and other intermediary sizes. **Special \$6.95**

NEW TRIPODS

Hollywood Jr. 2-sec. w/pan head, NEW	17.45 9.97
Hollywood Sr. w/pan head, ext. 66",	
close 26", NEW	29.95 17.97
Star D Conquest (elevating type), NEW	19.95 12.99
Star D Conquest case, NEW	5.95 3.99
Star D Comet (elevating type), NEW	22.50 16.75
Quick-Ret Elevator Champ, NEW	34.00 18.95

8mm BENCH TESTED IMPORTED LENSES, NEW

*7mm f2.5 W.A. fixed focus	29.95 21.62
*6.5mm f1.9 W.A. fixed focus	44.95 28.95
*6.5mm f1.9 W.A. focusing 8 elements	49.95 34.95
*7.5mm f1.5 W.A. focusing	69.95 46.95
*1 1/2" f1.9 Telephoto, foc.	38.95 23.95
*1 1/2" f1.0 Telephoto, foc	99.95 74.27
*available in Bell & Howell mounts	

16mm BENCH TESTED IMPORTED LENSES, NEW

All in focusing mounts	
3" f2.5 Telephoto	42.50 29.78
3" f1.9 Telephoto	49.95 30.75
3" f1.5 Telephoto	99.95 75.21
3" f1.0 Normal	199.50 153.62
17mm f2.5 Wide Angle	34.95 22.97
13mm f1.5 Wide Angle	89.95 64.13
15mm f1.5 W.A. (8-elements)	
Retrofocus	54.95 35.97
Extreme W.A. 10mm f2.2	69.95 46.71
**Revere 8mm Tele 1 1/2" f2.5, NEW	57.50 19.95
**Revere 8mm Tele 1 1/2" f1.4, NEW	91.00 27.95

*These lenses were imported in accordance with specifications. High resolving power, excellent color quality and sharp.

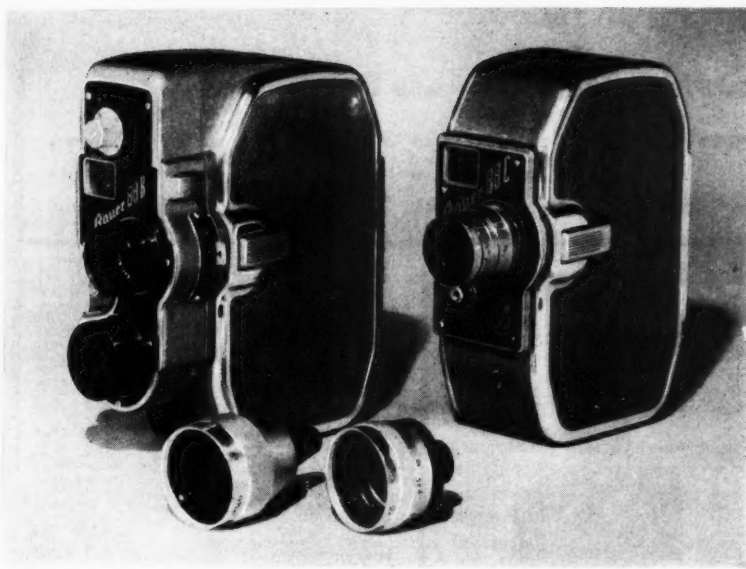
MISCELLANEOUS, all items below new

HI-FI splice free sound plastic recording tape:	
7" reel 1200'	5.50 1.75
5" reel 600'	3.50 1.24
4-Lite movie lite bar, model 4A	12.95 5.97
Magic Plastic Title Set, 410 letters	49.95 14.25
Zoom Finder for 35mm-135mm	49.95 14.25
Exakta Penta-prism, RFDR, w/case	50.00 37.25

University Camera STORES

761 BROADWAY, N. Y. 3, N. Y.
8th St. & B'way — GR 5-2544

Orders under \$5.00—
50c handling charge
SEND FOR FREE
U.2 CATALOGUE



Diaphragm of the Bauer 88B, left, is operated by lever on left side of camera. The 88C, also made by Bauer, is at the right. Wide-angle and telephoto attachments are for 88B. Cameras are sturdily constructed of aluminum castings.

New Bauer 8mm camera has built-in exposure meter

The Bauer 88B movie camera, with its built-in, photo-electric-cell exposure meter, may be just the helping hand you need to get that "right" exposure and to hang on to it.

The exposure meter on the Bauer isn't something that was put on the camera as an afterthought. It's as much a part of the camera as the lens or the spring motor. The cell window is mounted in front of the camera.

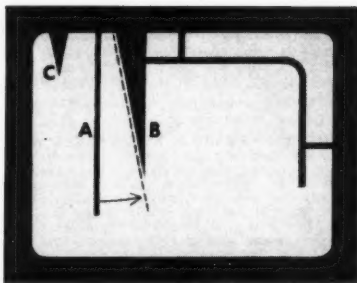
To operate the Bauer 88B and its exposure meter, you first set the ASA dial in front of the camera.

The dial has two sets of markings; one set is for the frames-per-second, and the other set is for the ASA exposure index for a variety of films. You must match up the two sets of markings, and you should also set the regular frames-per-second dial on the camera (see the illustration on this page).

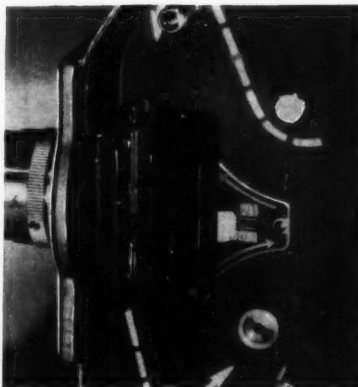
Looking through the viewfinder, you will see two pointers, one of which is thicker than the other and is also V-shaped. Setting the ASA dial also adjusts this pointer.

If, while looking through the viewfinder, you move the diaphragm lever at the side of the camera, you can superimpose the thinner of the two pointers over the thicker one. Your diaphragm is now set for the light conditions, and you can start filming.

MODERN tested the Bauer 88B on a
(Continued on page 116)



Lining up A and B sets proper exposure. Indicator (C) tells you if film is being transported properly through camera.



Film gate on all Bauer 88 series cameras swings back and lies flat.

More Good Books For You

342 Better Color Movies, by F. Bond

An up-to-date book on Kodachrome and Ansco color filming, by a well-known expert on color photography. Does not deal with the story-telling problems of movie making, but is a reference book on the use of color film in motion pictures and the problems encountered in filming 8 and 16mm. sizes in color. Cloth bound. \$4.95

123 The Family of Man.

The greatest photographic exhibition of all time—503 pictures from 68 countries—created by Edward Steichen for the Museum of Modern Art. Prologue by Carl Sandburg. A fine value at \$1.15

123A De luxe, hard cover, memorial edition of above. \$10.00

163

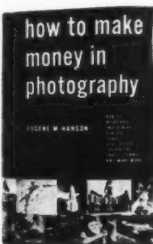


How to Shoot for Glamour, by Carl Bakal

Over 250 pictures by more than 40 top glamour photographers, such as Andre de Dienes, Peter Basch, Bernard of Hollywood, and others, with chapters on make-up, lighting, posing, etc. \$2.95

275 How to Make Money In Photography by E. M. Hanson

... a complete guide on finding and developing markets for your pictures, by a man who has had direct personal experience in each of the fields he discusses. \$4.50



66 Contaflex Guide, by W. D. Emanuel \$1.75

235



Stereo Realist Manual, by Morgan & Lester

At last, the stereo book we have all been waiting for! Newest, most complete and authoritative book on the subject. Comes with glasses to view the many excellent color stereo shots in the book, in full three dimension. \$6.00

566

How to Take Better Pictures

by A. A. Goldsmith, Jr. One of the most inspired, instructive, and exciting beginner books published. A complete, well illustrated guide of basic instruction. \$2.75



74



Leica Manual new edition

Just published. Entirely rewritten. It's a complete, one-volume library on 35mm photography written by 20 outstanding experts in the field for all Leica camera fans. Attractively illustrated. \$6.00

354

How to Process Ansco Color by Lars Moen

Complete information in this new book which enables you to have all the fun of processing Ansco Color Film at home, full instructions, color illustrations. New edition. \$3.00



to order, see coupon on next page →

Modern PHOTOGRAPHY'S Book Store

After a careful examination of current photography books, Modern Photography recommends the following. If you want a title that is not shown, query us. Chances are we can get you any "in-print" title you wish.

45B ART & TECHNIQUE OF STEREO PHOTOGRAPHY 740

by Peter Gowland



The master of the pin ups adds another dimension to his photography of women. Fully illustrated, with a series of Gowland's own transparencies for use in your viewer! \$2.95

114 Candid Wedding Photography

by Henry Lefebvre

A man who has made a success at it tells how, in a new reprinting of the only book on the subject. \$4.00



670 The Female Figure,

by W. Mortenson

\$1.00

214 Filter Manual, by Carl Bakal

Tells how to use filters for both black and white and color. The filter dictionary section alone lists over 200 subjects with specific recommendation for every effect desired. \$3.00

133 Picture Making with the argus

by Jacob Deschin

An informative and reliable book that tells in clear language how to obtain best results with these cameras. Special section on color. Chock full of swell pictures. \$3.00



10 Figure Studies

by Fritz Henle

Unquestionable masterpieces magnificently reproduced, by one of America's best known photographers of the human form. With an introduction by Jacqueline Judge. \$3.95



103 Model Art

by Fritz Henle

A collection of fine figure studies by Leaf, Samerjan, Bernard, etc., carefully selected to illustrate the many techniques employed. \$1.50



43B HOW TO PHOTOGRAPH WOMEN

by Peter Gowland

A new, revised, enlarged edition of one of the best selling photo books ever published. New, larger, more pictures, more text. Order it! \$2.95



167 Where and How to Sell Your Pictures

A workday bible for free lance photographers, including over 800 names, addresses and specifications from buyers of photographs; published by Modern Photography. By Arvel W. Ahlers \$1.95

403 Exposure, by W. F. Berg

second edition of an exhaustive treatment that helps you pick the right tools and materials; helps to pick accurate exposure to suit filter to film to subject, 432 pgs. A Focal Press book. \$5.00

Making Lantern Slides and Film Strips,

by C. D. Milner

An invaluable guide to those who want to produce positive transparency images of any type and size, and of the best technical quality. For visual educational specialists, etc. Only book available on this particular subject. \$3.00



81 100 Studies of the Figure, Rawlings

In compositional variety, photographic technique, and sheer beauty of subject matter and presentation, this book is the best of its kind we've ever seen. All of the pictures were made of a single model, and with very few exceptions only natural light was used both indoors and out. \$5.50

PHOTO BOOK HEADQUARTERS

We carry a complete stock of photo books of all types—350 different titles, every in-print book in English on a photographic subject; on sale and display at our new showroom, hours 9-5. (Closed Sat. (Phone: PLaza 7-3706). 10th floor, 33 West 60th St., New York, N. Y.

313

Beginner's Guide to Color Photography,

by Joe Costa

Simple, non technical, easy guide to color picture taking which will help any beginner come up with vastly improved color shots. \$1.95



82 PHOTOGRAPHY WITH THE GRAFLEX 22, by J. S. Carroll

All the best ways to make better pictures with a twin lens reflex. Well illustrated. 128 pages. \$3

186 Available Light and Your Camera.

Ten authorities survey the whole subject and explain the methods used by professionals in difficult situations where no supplementary lighting can be used. \$5.00

247 Art International. A collection of the finest work in nude photography, by Adriaan, Berko, Brassai, Henle, Masclet, Nakamura, Weston, and others. Exquisitely printed in France on a large format of 10x11 1/4" with introduction by Otto Steinert. English translations. Limited edition. \$12.00

92 Secrets of Taking Good Pictures, by A. A. Knopf

A good beginners' book by an experienced camera store man. Tells how easy it is and what fun it is to get good pictures. \$2.00

If coupon is clipped send order anyway to Modern's Book Store, 33 West 60th St., New York 23, N. Y.

79 35MM Photo Technique,

by H. S. Newcombe

One of the world's leading authorities on photography with the miniature camera has produced this classic on the subject. \$3.75



115



German Photographic Annual

1956. Second since before the war, incorporating the very best in German photography in an exquisite volume of breathtaking photographs. (English translations.) \$7.50

15 Kodachrome and Ektachrome, From All Angles

by F. Bond

This book has become the "bible" of color enthusiasts everywhere. It describes and illustrates what the color worker wants to know—in terms simple enough for the beginner, comprehensive enough for the more advanced. It covers EVERY phase of Kodachrome and Ektachrome photography, including new color films. New Edition. \$8.75



204 The Contax Way by H. Freytag

in a new, fifth edition, authoritatively dealing with every aspect of Contax equipment and subject. Much new information. \$4.50

217 Retina Way, by O. R. Croy

New edition of a long time favorite, revised to contain new Retina cameras. \$4.50

162



35mm Exakta Photography, by J. Deschin

First really worthwhile book on this famous camera, done in the inimitable manner of the photo editor of the New York Times. \$4.95

IMPORTANT NEW ARRIVALS

305 U.S. Camera Annual 1956

edited by T. Maloney
The new edition maintains the excellent reputation which this splendid book has established through many years. \$6.95

101



Medical Photography by T. A. Longmore

New second edition of the only major reference book on the subject, covering both X-Ray and Clinical work. Strictly factual in nature, encyclopaedic in content. Called one of the 50 most important books published during the war. Over 1000 pages, 300 diagrams, 131 photos including many in color. \$15.00

(see preceding page for more books)

Modern PHOTOGRAPHY Book Store

33 West 60th, New York 23, N. Y.

Amount Encl. \$ _____

In Canada: Visual Equipment Co., 5635 Clarendon Ave., Montreal, Quebec (add 10% for Canadian shipments).

Please send me postpaid the books whose numbers I have circled.

I enclose the amount shown above in ☐ Cash ☐ Money Order ☐ Check.

45B 114 670 214 133 10 103 43B 167 403 740

81 313 82 186 247 92 79 115 15 204 217 162

305 101 342 123 123A 163 275 66 235 566 74 354

Name _____

Address _____

City _____ State _____

2-56 ALL ORDERS ARE SHIPPED POSTPAID. No C.O.D.'s, add 3% sales tax with orders for N. Y. City delivery; add 10% per title for delivery outside U.S.A., except APO's. Allow approximately two weeks for delivery. If not satisfied return books within 5 days to Modern Photography and money will be refunded.



**America's
most
versatile...**

ARROW-VIEW Transparency Viewer



**AMERICA'S
HANDIEST**

Self Illuminating BATTERY VIEWER

- Modern in design
... color ... styling
- Equipped with
LARGEST TELE-
SCOPING LENS in
a hand held self
illuminating viewer
- Viewing Slot accom-
modates All 2x2 (35
mm) Slides
- Packaged in attrac-
tive 3-color box.



Adjustable
Magnification



Easy Accessibility

\$5.95
Complete with Batteries &
Bulb

COMPACT-O-LITES



Folds
In Half.



Priced from
\$675 to \$1795
Send for Circular
Describing Entire Line
of Photo Products
Manufactured.

**ARROW METAL
PRODUCTS CO.**
108 N. JEFFERSON ST. CHICAGO, ILL.

DISCOVERY

(Continued from page 101)

(her inspiration) from Prague to Paris to New York to Vermont. Since she feels that people, after all, are of most interest to *people*, their activities, emotions and attitudes can be expressed best (in visual terms) by photographs. Miss Bullaty's purpose as a photographer is to use pictures in series to tell her subjects' stories.

Form, like technique, is vastly important. Together they give the basic structure or framework on which story content is hung. Working with Hermann Brammer, in New York, 1947, Sonja Bullaty concentrated even more on technique ("You just can't be successful unless it is good."). Technical competence, applied to commercial jobs, meant a source of income—but as many artistic photographers know, not entirely a source of happiness.

Now Miss Bullaty, with her photographer husband, Angelo Lomeo, is probably approaching a highpoint in her photographic career. Together they do the steady commercial work that pays bills. But in between assignments they do picture stories, the photography they like best. Someday soon, perhaps, they will be able to do this full time.

"I started with a Rolleiflex—it was my

first camera. And I still use it, along with my Exakta." Miss Bullaty favors the 35mm Exakta, however, because of its "point of view"—"It lets you see quite naturally, just as you would look around a room."

As for darkroom techniques, both she and her husband still strive for improvement. She rarely resorts to darkroom "magic"—those maneuverings that result in picture distortion or petty trickery. When she does (maybe once a year), she says it's because she feels like experimenting—but shrugs, "It's not important, after all; it's contrived."

Miss Bullaty does not want anything to interfere with her communication of content—not even color (she uses it sparingly). She believes that color can distract from the picture story and so prefers to render her human subjects in the subtle tones of the gray scale. When she does work with color, it's with a delicacy and restraint that produces a special effect or mood. Might not color have destroyed the bleakness and "chill" that emanates from the picture of the horses, page 101?

"The first rule in photography is to grow," Miss Bullaty exclaimed the other day. Those stages in her career—those "closed chapters" in her photographic book—mark her growth in content and in style.—DOROTHY JACKSON

BAUER 8MM CAMERA

(Continued from page 114)

bright, sunny day. The scene we shot had areas of deep shadow and open sunlight. As we panned from sunlight to shade, we were able to maintain proper exposure by moving the diaphragm lever just enough to keep the pointers in the right position.

Results on Kodachrome daylight film were more than satisfactory. Practically all footage we shot was well exposed. Occasional underexposed frames indicated where our exposure adjustments lagged somewhat behind the indicators.

However, we feel that in some instances the meter reading will have to be adjusted to meet certain conditions. Shooting a scene where highlights and shadows are mixed may require some compensation in order to arrive at an exposure for the element which you feel is most important.

The motor on the Bauer 88B is an exceptionally quiet one. The camera also feels well balanced when hand-held. The body is an aluminum casting and is small enough to be slipped into an overcoat pocket.

The Bauer 88B is equipped with a fixed-focus, 1/2-inch, Schneider Xenoplan lens, permanently fixed on the camera.

The Bauer 88B has four speeds: 8, 16, 24, and 48 frames per second plus single-

frame operation. The shutter release is located at the front of the camera and will accept a cable release. The camera has drop-in loading, and the film gate swings back 90 degrees for easy cleaning. There is also an indicator in the viewfinder which moves up and down if film is transporting properly.

Accessories available for the Bauer 88B include wide-angle and telephoto attachments, a slip-on viewfinder, and a carrying case. List price for the camera itself is \$139.95.

Two other 8mm cameras made by the Bauer Co. of Stuttgart, Germany, have also made an appearance.

They are the Bauer 88C and the Bauer 88, similar in design to the 88B, but without exposure meters.

Both cameras have "D" mounted, Elgeet, fixed-focus, 1/2-inch f/1.9 lenses. The lenses are interchangeable, and lenses of different focal length can be substituted.

Both cameras have drop-in loading and film gates that lie flat for cleaning.

List price of the 88 is \$69.95; the price for the 88C, \$84.95. Both cameras are available with Elgeet's Navitar, f/1.9 focusing lenses for \$10 more than the list price for each camera.

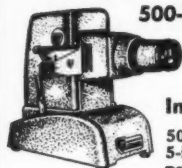
The Bauer cameras are being distributed in the U. S. by Intercontinental Marketing Corp., New York, N. Y.

—MYRON A. MATZKIN

WILLOUGHBYS mid-winter MONEY-SAVERS!

"You will wait a long time for another opportunity to get so much for your money."

AO (American Optical) PERFORMER "500" 500-WATT 2 x 2 SLIDE PROJECTOR



List Price 87.00 **SALE 49.50**

With beautiful carrying case
Immediate Delivery — No Waiting!

500-watt bulb for edge-to-edge brilliance. Exclusive 5-inch Americote lens. Triple action blower. AO patented heat filter. Automatic focusing. Brand new. Discontinued model.

Famous Photo Columnist says: "You will wait a long time for another opportunity to get so much for your money in precision, utility and the pleasure of seeing your slides at their very best".

Items most in demand among Willoughbys customers the world over. Recommended and Guaranteed by the World's Largest Camera Store. And remember, Willoughbys is Reliable.



LESS THAN 1/2-PRICE! PRO-TYPE GADGET BAG

List 31.00 **14.95**

For Polaroid, Movie, Stereo, Large Folding and Small Press type Cameras. Beautifully made of top grain cowhide. 8 1/2 x 11 x 6 inches. Plenty of space for accessories. Adjustable shoulder strap, or hand held.



Bertram AMATEUR EXPOSURE METER

14.95 List **9.50**

Brand new . . . and a beauty! Fast, accurate readings for color and black-and-white.



"HOW TO PHOTOGRAPH YOUR CHILD"

By Tana Hoban **1.00**

Tana Hoban's favorite photo techniques, including many of her favorite pictures.

Clear, concise rules for photographing children. (Add 15c postage)



7-PC. FED-FLASH CAMERA OUTFIT

List 17.75 **SALE 8.75**

Includes the "terrific" FED-FLASH camera; flashgun; deluxe combination carrying case. 4 flash bulbs, 2 batteries, and 1 roll of film.



FAMOUS MAKE GADGET BAG

Usually 10.95 **5.45**

Handsome leather-like bags in London tan color. Brass hardware. 9 1/2 x 11 x 5 inches. Zipper filter pocket in cover. Discontinued model.



Famous PROFILE #141 TRIPOD

Thousands sold at 22.50

12.95

All-aluminum channel construction. 3-inch wide platform holds any type of camera. Open, 60 1/2 inches; closed, 25 inches.

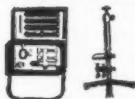


USC ELECTRONIC LIFETIME FLASH UNIT

Only **29.95** Complete

An amazing electronic flash at this very low price. USC lifetime flash tube guaranteed for life. Fits most cameras — specify make and model when ordering.

ROWI UNIVERSAL TRIPOD



18.95 Complete

It's a table tripod, copying stand, tripod extension, holder for flash — all in one. With carrying case.

Morgan & Lester PHOTO-LAB INDEX



2 Volumes **17.95**

New, 15th edition. 2 loose-leaf volumes; over 1400 pages of information for amateur and professional.



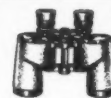
NORWOOD SPEEDRITE

Exposure Meter

11.95 List **3.95**

A modern "must" for taking electronic flash pictures. Brand new.

Saves time, saves wasted pictures.



FAMOUS CADILLAC 7 x 35 BINOCULARS

44.95*

Central focusing; individual right ocular adjustment. Pigskin case.

*Plus 10% Excise Tax

UNDERWATER CAMERA HOLDER



6.95

One-piece Vinyl plastic container for holding any small 35mm or reflex camera for underwater photography. Water-tight. Camera controls can be operated in normal manner.



BEADED SCREENS

Size	Reg.	Sale
30x40	\$13.75	\$ 8.95
40x40	15.95	10.45
37x50	19.25	13.45
50x50	21.50	14.95

One of the world's best screen makers. Beautiful, durable surface. Adjustable metal tripod legs. Metal carrying case.

"STATIC MASTER" CLEANING BRUSH

4.95 For cleaning negatives, lenses, condensers, slides, etc. Eliminates static that attracts dust.



STAINLESS STEEL TRAYS

Only **2.29**

Customers are buying them by the three's and six's. 8 x 10 inches. Last a lifetime. Order yours now.

VOIGTLANDER NOKTON 50MM. f/1.5 Lens for Leica or Contax



185.00 List **99.50**

Needle sharp from corner - to - corner. Highly corrected.

KAGRA REMOTE CONTROL EXTENSION 10.95



30 feet of tubing, bulb and cable release. Ideal for nature studies, unposed pictures, etc. Fits most cameras.

LENS BRUSH and TISSUE COMBINATION



1.00 Complete

Fine brush in gold finished case and 50 "Star" lens tissue. Soft plastic bag.

MAIL ORDERS FILLED — ADD POSTAGE

IT COSTS NO MORE AT THE WORLD'S LARGEST CAMERA STORE

WILLOUGHBYS

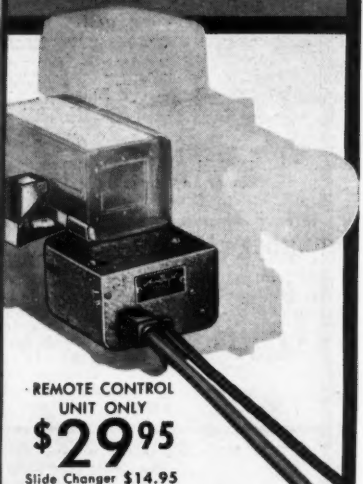
110 West 32nd Street, N. Y.

Longacre 4-1600

OUR OWN EXPORT DIVISION · AUDIO-VISUAL AND GRAPHIC ARTS DEPARTMENTS

Now! REMOTE CONTROL

for your
Airequipt
AUTOMATIC
**SLIDE
CHANGER**



REMOTE CONTROL
UNIT ONLY
\$29.95

Slide Changer \$14.95

**Slip this compact attachment
with 15 ft. control cord on
slide changer and operate
projector from across the room.**

Connect with any tape recorder
having provision for tape-film syn-
chronization, and let tape operate
projector.

For most projectors accepting the
Airequipt Slide Changer

See the full Airequipt system. The most
complete and convenient system ever
devised for the showing and storing of
2 x 2 slides. Write for free booklet.

Airequipt

AIREQUIPT MANUFACTURING CO., Inc.
New Rochelle New York

What's Ahead?

by LLOYD E. VARDEN

**A negative-to-positive viewer
for films—how it works and
how to make one.**



An interesting
gadget came into
my hands re-
cently which, in
operating prin-
ciples, is as old as
the hills, but it
functioned better
than anything of
a similar type
that I had seen
before. So well, as
a matter of fact,

that it caused me to wonder if with
further development such a device
could not be made fully practical.

I refer to a gadget that was known
as the INFO negative viewer at the
time it was available a few years ago.
It is based on phosphorescence quen-
ching by amber or reddish light (which
I have discussed in previous columns)
making it possible to view a negative
as a positive image.

Operation of negative viewer

The viewer is very simple to operate
and can be used repeatedly without re-
ducing its efficiency. It consists of a
metal plate having a phosphor coating,
on which is hinged a metal frame sup-
porting an amber-colored glass plate.
The frame is opened in a darkroom and
the phosphor coating exposed for a
few seconds about six inches from a
100-watt lamp in a reflector. This ex-
posure should be brief—just long
enough to fully excite the phosphor. It
is best to close one's eyes during the
exposure to keep them adapted for
subsequent viewing of the positive
image.

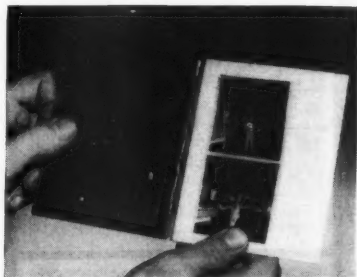
Immediately after exciting the phos-
phor coating a film negative is placed
on it, emulsion side down. The frame
is quickly closed and a second exposure
given, this time through the amber-
colored glass and the negative. Again
one's eyes should be shut. The light is
turned off after 10 seconds or so (de-
pending on the density of the nega-
tive), the frame promptly opened and
the negative removed. One can now see
a positive image on the phosphor
coated surface that is of sufficiently
good quality to allow facial expression
on closeups or semi-closeups, over-
all composition, etc., to be judged.
Reactivating the phosphor by brief ex-
posure to the white light wipes out the
positive image.

Dr. Carl S. Miller, who was responsi-
ble for working out the phosphor coat-
ing and other details of the INFO

negative viewer, has kindly given me
permission to publish the procedure for
making the phosphor layer now that
the INFO viewer is no longer manu-
factured.

How to make the viewer

The phosphor required is No. 2330
of the New Jersey Zinc Company in
Palmerton, Pa. This is dispersed in a
plastic binder for application to a
metal plate or other smooth, flat sur-
face. To make this binder, Parlon S-5,
manufactured by DuPont, is dissolved
in toluene to a 15% solution (by
weight, three parts Parlon S-5 to 17
parts toluene). Now in the ratio of 60
parts of this solution to 40 parts of
phosphor No. 2330, the final coating
solution is made, but after the two
components are mixed the phosphor



**Here's what the negative-to-positive
INFO film viewer looks like. The phos-
phor plate which will show the positive
image is at right, amber glass, left.
Though the INFO is no longer being
manufactured, you can make a similar
film viewer by following directions
given in the text.**

must be thoroughly ground into the
binder to assure uniform dispersion.

The phosphor solution is then coated
on a sheet of fairly heavy white paper
(about the thickness of single-weight
photographic paper) by pouring the
solution over the paper sheet which is
fastened down to a glass plate or piece
of plywood with tape along the edges.
A revolving movement from side to
side and corner to corner will help in
obtaining a smooth layer. After dry-
ing, the phosphor-coated paper is flatly
mounted on a suitable surface with
rubber cement, whereupon it is ready
for use.

Amber-colored glass can be pur-
chased from most plate glass com-
panies, or sheets of dark yellow filter
material can be used for the quenching
exposure.

The fact that long wave length light

(amber, red) will nullify the effect of a previous white light or blue light exposure was observed with photographic emulsions in the very beginnings of the art. Herschel, in England, found this was true in exposing a printing-out paper emulsion, and so the effect is known under his name. (A printing-out paper is one like the familiar proof paper of the portrait photographer which gives a red image by direct exposure to sunlight or arc light, requiring no development.) Later the effect was observed with emulsions that require development, that is, a red light exposure following a white light exposure caused the latent image to be partially destroyed. This made it possible to obtain records of red and infrared radiations even before it was discovered how to make emulsions sensitive in these regions. A film could be given a uniform white light exposure such that it would, if developed immediately, produce a light gray overall density. However, if the film were exposed to red or infrared radiation before development, the effect of the previous exposure would be lessened according to the intensity of the second exposure, thus giving a positive image upon processing.

—THE END

MODERN STEREO

(Continued from page 48)

media. An analysis will show the reason: it contains the basic visual, psychological and photographic elements for success. It has universal human interest, an obvious story, atmosphere, composition and good depth qualities. Pictures with these elements,



3. A prize-winning stereo slide. Ingredients: universal human interest, composition, depth qualities.

which please visually without any further explanation from you, are bound to be good stereotypes. Next time you're ready to take a stereo shot, try to put yourself in your audience's place. Will it interest them though they've never been there? Sometimes a small change in picture angle on your part will make all the difference.—THE END

*"A thing of beauty
is a joy forever"*



Enlarged on a Federal Enlarger from a $2\frac{1}{4}$ " x $2\frac{1}{4}$ " negative by Robert Thomas, Thomasville, Ga.

particularly when you can make enlargements like this from a $2\frac{1}{4}$ " x $2\frac{1}{4}$ " negative

If you knew how easy it is with a Federal enlarger to make salontype enlargements from your favorite snaps — you'd buy one today. You don't need a special darkroom . . . your kitchen, your bathroom, or even a closet will do.

You can set up this precision-built enlarger in 39 seconds flat . . . store it away again in even less. When it's not in use, you can store it in any convenient corner or on a shelf.

Also, this handsomely built enlarger of professional quality is easy and smooth to operate, and turns out beautiful prints, clear and sharp. Equipped with a superb f:6.3 Decar lens, its easel brightness is uniform and its exposures short.

The Federal Store-Away Junior Model 269 (illustrated) has diffused illumination (\$39.75); Model 279 has condenser illumination (\$46.95); and Model 269 CL uses the Federal Cold-Lite unit and a coated lens (\$53.00). Either model is ideal for direct-positive paper black-and-white enlargements from color transparencies. Ask your photo dealer to show you one today.

**Federal is America's
Greatest Enlarger Value**

FEDERAL MANUFACTURING & ENGINEERING CORPORATION

Photographic and Electronic Instruments

1055 STEWART AVE., GARDEN CITY, N. Y.



FREE
Booklet
"How to
buy an
enlarger"
sent on
request.



L-41



**NO FAIR TRADE LAW
IN WASHINGTON D. C.
"BUY-BY-MAIL"**

**From the Nation's Capital
AND SAVE ON EVERYTHING
BRAND NEW!**

Original Factory Cartons and Guarantees



Reg. 2.50 Case
for any meter
ONLY 2.00



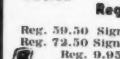
Reg. 13.50 Retina Leather Case Only **10.00**
Reg. 24.00 B.C. Fan Fold Pkt. Flash Only **12.95**
Reg. 62.50 Currier Only **40.00**
Reg. 92.50 Longar Lens 80mm f4 Only **65.00**
Reg. 17.50 Retina 35-80 Optical Finder Only **13.50**



Reg. 49.50 Argus C-3 Telephoto Lens Only **38.95**
Reg. 49.50 Argus C-3 Wide Angle Lens Only **38.95**
Reg. 66.50 Argus C-4 Telephoto Lens Only **49.50**
Reg. 33.75 Pony 135 Model C Only **26.95**
Reg. 75.00 Kodak Signet f3.5 Camera Only **59.50**
Reg. 59.75 Kodak Bantam R.F. Camera Only **47.50**



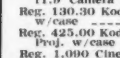
Reg. 49.50 Argus C-3 Telephoto Lens Only **38.95**
Reg. 49.50 Argus C-3 Wide Angle Lens Only **38.95**
Reg. 66.50 Argus C-4 Telephoto Lens Only **49.50**
Reg. 33.75 Pony 135 Model C Only **26.95**
Reg. 75.00 Kodak Signet f3.5 Camera Only **59.50**
Reg. 59.75 Kodak Bantam R.F. Camera Only **47.50**



Reg. 49.50 Argus C-3 Telephoto Lens Only **38.95**
Reg. 49.50 Argus C-3 Wide Angle Lens Only **38.95**
Reg. 66.50 Argus C-4 Telephoto Lens Only **49.50**
Reg. 33.75 Pony 135 Model C Only **26.95**
Reg. 75.00 Kodak Signet f3.5 Camera Only **59.50**
Reg. 59.75 Kodak Bantam R.F. Camera Only **47.50**



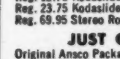
Reg. 49.50 Argus C-3 Telephoto Lens Only **38.95**
Reg. 49.50 Argus C-3 Wide Angle Lens Only **38.95**
Reg. 66.50 Argus C-4 Telephoto Lens Only **49.50**
Reg. 33.75 Pony 135 Model C Only **26.95**
Reg. 75.00 Kodak Signet f3.5 Camera Only **59.50**
Reg. 59.75 Kodak Bantam R.F. Camera Only **47.50**



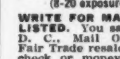
Reg. 49.50 Argus C-3 Telephoto Lens Only **38.95**
Reg. 49.50 Argus C-3 Wide Angle Lens Only **38.95**
Reg. 66.50 Argus C-4 Telephoto Lens Only **49.50**
Reg. 33.75 Pony 135 Model C Only **26.95**
Reg. 75.00 Kodak Signet f3.5 Camera Only **59.50**
Reg. 59.75 Kodak Bantam R.F. Camera Only **47.50**



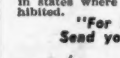
Reg. 49.50 Argus C-3 Telephoto Lens Only **38.95**
Reg. 49.50 Argus C-3 Wide Angle Lens Only **38.95**
Reg. 66.50 Argus C-4 Telephoto Lens Only **49.50**
Reg. 33.75 Pony 135 Model C Only **26.95**
Reg. 75.00 Kodak Signet f3.5 Camera Only **59.50**
Reg. 59.75 Kodak Bantam R.F. Camera Only **47.50**



Reg. 49.50 Argus C-3 Telephoto Lens Only **38.95**
Reg. 49.50 Argus C-3 Wide Angle Lens Only **38.95**
Reg. 66.50 Argus C-4 Telephoto Lens Only **49.50**
Reg. 33.75 Pony 135 Model C Only **26.95**
Reg. 75.00 Kodak Signet f3.5 Camera Only **59.50**
Reg. 59.75 Kodak Bantam R.F. Camera Only **47.50**



Reg. 49.50 Argus C-3 Telephoto Lens Only **38.95**
Reg. 49.50 Argus C-3 Wide Angle Lens Only **38.95**
Reg. 66.50 Argus C-4 Telephoto Lens Only **49.50**
Reg. 33.75 Pony 135 Model C Only **26.95**
Reg. 75.00 Kodak Signet f3.5 Camera Only **59.50**
Reg. 59.75 Kodak Bantam R.F. Camera Only **47.50**



Reg. 49.50 Argus C-3 Telephoto Lens Only **38.95**
Reg. 49.50 Argus C-3 Wide Angle Lens Only **38.95**
Reg. 66.50 Argus C-4 Telephoto Lens Only **49.50**
Reg. 33.75 Pony 135 Model C Only **26.95**
Reg. 75.00 Kodak Signet f3.5 Camera Only **59.50**
Reg. 59.75 Kodak Bantam R.F. Camera Only **47.50**



Reg. 49.50 Argus C-3 Telephoto Lens Only **38.95**
Reg. 49.50 Argus C-3 Wide Angle Lens Only **38.95**
Reg. 66.50 Argus C-4 Telephoto Lens Only **49.50**
Reg. 33.75 Pony 135 Model C Only **26.95**
Reg. 75.00 Kodak Signet f3.5 Camera Only **59.50**
Reg. 59.75 Kodak Bantam R.F. Camera Only **47.50**

Original Anaco Package-Guaranteed Fresh Dating Reg. Sale
3 rolls 35mm Ansochrome, 20 exp. 3.55 4.70
3 rolls 120 or 620 Ansochrome 3.75 3.15
1 pkg. 35mm Ansochrome Easy-Loader 9.95 8.45
(8-20 exposure bulk loads)

WRITE FOR MAIL ORDER PRICES ON ITEMS NOT LISTED. You save by buying from our Washington, D. C., Mail Order Department where minimum Fair Trade resale prices do not apply. Please include check or money order for full amount plus estimated postage. Fair Trade items at reduced prices are available only on a remittance-with-order basis, from Washington, D. C. These offers are valid only in states where such offers are not expressly prohibited.

"For Personalized Service"
Send your order or inquiry to:
BOB RITZ
618 12th St. N.W., Washington 5, D. C.
30 DAY MONEY BACK GUARANTEE

BOOKS in use

by **GEORGE B. WRIGHT**

*A little salt on the tale—
writing and reading history*



The Christmas publishing season just past produced three interesting photographic histories—practically a landslide in the field. There is a general history by Helmut Gernsheim, a Brady biography and

one on Huffman who chronicled the frontier. Each of them will be separately reviewed in MODERN's regular review columns, but it may be interesting to see how they fit into the whole field as already covered by previous books.

Photographic histories, like art histories, divide into two classes: general surveys and studies of individual workers. Unlike art histories, some are concerned almost entirely with the technical processes to the exclusion of considering the actual pictures which the evolving means made possible.

The History of Photography, by Helmut and Alison Gernsheim just published (Oxford, \$16.50) tends to fall into this class, even though there is a fine collection of notable photographs included. J. M. Eder's previous *History of Photography* (trans. Edward Epstein, Columbia Univ. Press, 1945, \$10) is entirely technical, and one of the chief surface distinctions between the two is that Eder finds all the significant advances to have been made by German-speaking inventors, while Gernsheim discovers them originating in the British Isles.

Whodunit?

This is inevitable, I suppose, for there is a tendency even in Robert Taft's *Photography and the American Scene* (now out-of-print, unfortunately) to find many of them in the United States. This latter history, however, is much more concerned with how photographers used the technical means to produce pictures and the effects of photography on society, which, to me, still seems the important consideration.

Beaumont Newhall's *The History of Photography from 1839 to the Present Day* (Simon and Schuster, 1949, \$3.95) is concerned principally with the pictures themselves as the important factor. (Newhall, too, seems to have

the most objective attitude toward bestowing credits.)

This is not to say, of course, that such attributions to native countries are necessarily wrong, particularly since simultaneous inventions are more common than otherwise—but I presume that on the other side of the Urals, it is generally believed that photography was invented by one Ivan Niepce-sky.

From woodcuts to photography

Among the general histories, I am surprised that so few people seem to know about *Prints and Visual Communication*, by William M. Ivins, Jr. (Harvard Univ. Press, 1953, \$8.50). This, too, is concerned with the image and its social functions and begins with the woodcuts of the 15th century, the first "exactly repeatable" pictorial statements. He follows the evolution of printed pictures into photography and the effects of photo-engraving. It is a valuable and neglected book.

By the way, if Ivins's book has gone out-of-print while my back was turned, or if you need other books mentioned in this column which are reported to you as unavailable, consult your bookseller. He can advertise for them in the trade press and quote a price. If your town is unfortunate enough not to have a real book-store, look in the classified ads of the *Sunday New York Times Book Review* section or in the classifieds of the *Saturday Review* for firms specializing in locating out-of-print items.

In addition to Gernsheim's *History* the other two items in the fall list are histories of individual photographers. There is James D. Horan's *Mathew Brady, Historian with a Camera* (Crown, \$7.50) which is a very readable account of the career and the ultimate tragic end of the great Civil War photographer. Horan has gone back to sources which apparently were unavailable for the earlier Brady biography (1946) by Roy Meredith, *Mr. Lincoln's Camera Man* (Scribner's, \$7.50), and is able to add some detail.

Those who want a complete account, however, will do well to read both books—and probably also look at the other side of the Mason-Dixon line: the work of the Confederate photographers. See, for example, *Shadows in Silver*, by A. Lawrence Kocher and Howard Dearstyne (Scribner's, \$7.50) on the work of George and Huestis Cook; and *General Lee's Photographer, The Life and Work of Michael*

Miley (Univ. of N. C.), by Marshall Fishwick.

The other account on the Christmas list was *The Frontier Years*, the story of L. A. Huffman whose camera recorded, among other things, the last of the buffalo mass-slaughters. For these hunting pictures he used a heavy, home-made view camera from the back of a moving horse! (This is from Holt, \$10.)

You will have a better perspective on this if you know *Picture Maker of the Old West*, William H. Jackson, by Clarence S. Jackson (Scribner's, \$10).

Some of the most picturesque histories remain to be written. Someone could do a fascinating book on Tim O'Sullivan who worked with Brady and later recorded explorations in the West, photographed mines with burning magnesium wire for light and was a member of the surveying party for the Panama Canal route. He was a great photographer (many "Brady" pictures are his) with incredible nerve and drive.

Adventure a la carte

At this point, is it necessary to produce any argument for turning to the history books on a cold winter's night? Many of them are more interesting than any fictional adventures you will come across. Even the general histories will have hidden in them clues to untold stories you can pursue through other sources if there is any detective blood in your veins.

Beyond the adventure, if your photography is serious at all, you will find evidence that, brief as the history of photography is, it has evolved enough to provide a clear notion of its directions of potential growth, of the kinds of pictures which are really "photographic" and not imitative of other forms or due to be forgotten almost as soon as they are made.

That, of course—as I remember from the sleepy-time stories of my childhood—that is another story for another time.—THE END



The Camera that brings wide angle vision to "available light" photography



Canon

It takes a Canon, equipped with any one of Canon's superbly needle-sharp, wide angle lenses, to give dramatic "panoramic" scope to your photographs... under the most difficult light conditions! Thanks to Canon's distortion-free, wider angle lenses, and the new, high speed films that make their use more practical than ever. And of course, there's greater economy for you! Imagine a Canon IV S2, with a 35mm F:2.8 lens (64°) for only \$263.00; or with Canon's 28mm F:3.5 (75°) at only \$298.00. If it's an extreme angle of vision you're after, Canon equipped with the brand new 25mm f:3.5 (a fabulous 83°) is yours for only \$339.00!

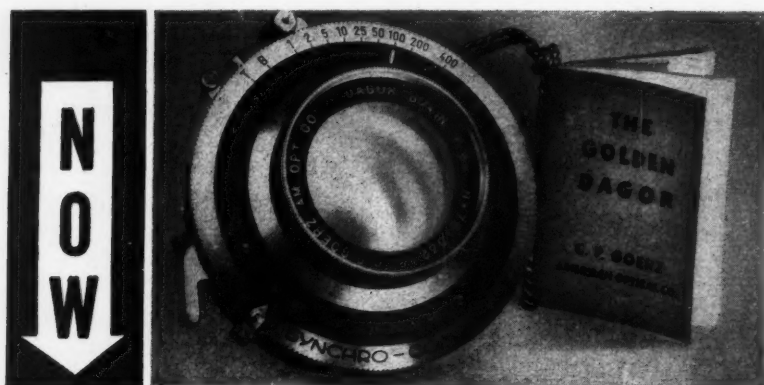
Could you ask for more? But there certainly is a lot more about Canon to make it the *first choice* of America's top professionals and amateurs. Like the new Canon Rapid Winder that makes Canon the *faster* action camera, for a mere \$19.00. And the new 5 Year Guarantee on all Canon products—a dramatic move coinciding with the opening of Canon's U. S. factory branch! Yes, your photographic future holds greater promise... with Canon! And incidentally, when in New York won't you please visit us at our new showrooms, for a more intimate glimpse of the Canon picture.



Write for catalog of the Canon System of Photography

CANON Camera Co., Inc. 550 Fifth Avenue, New York
United States Factory Branch





The GOERZ *Golden DAGOR* F:6.8—the Lens without a Peer!

The safest guide in the choice of a lens is its reputation—its record of past performance.

The GOERZ GOLDEN DAGOR is considered by most prominent professional and advanced amateur photographers, as well as instructors of photography, the world over to be the finest and most accurate general purpose lens ever designed.

The GOERZ GOLDEN DAGOR is the only lens of its type produced in the United States . . . the DAGOR has often been imitated but never equaled!

WARNING: Only C. P. Goerz American Optical Company manufactures GOERZ PRECISION LENSES. Beware of so-called "new" Goerz-Berlin lenses; they have not been made in 30 years.



Permits fast, easy one-hand operation. Assures correct readings of reflected and incident light under all conditions and for all types of film. Calibrated for ASA and DIN. Available with either conventional or linear scale. Truly a universal instrument! In handsome plastic housing, with leather case, attachable incident-light hood and gold-plated chain, \$28. At leading dealers.

CARL ZEISS, INC., 485 FIFTH AVENUE, NEW YORK 17

ANATOMY OF CHARM

(Continued from page 54)

with the geometrical segment of the watermelon. The hands have become a ceremonial goblet. The chilly arrangement would be intolerable if it were not put up for the purpose of being shockingly and jokingly interrupted by the impertinent eye, whose intense glance seems to have burned through the inhuman symmetry. The same photographer uses symmetry also in his picture on page 67, somewhat less rigidly but compellingly enough to put the intended accent on the small, unruly side-ward motion of the naked tongue.

Proportion, harmony, symmetry must be set off by an element of life, and the visual element of life is motion. The simplest motion is that of the straight line. It appears rarely in the human body and is used in small doses by the photographer who wants to enhance the softness and pliability of the body by a contrasting touch of mechanical straightness. The basic human contour is the curve of the muscle. Straightness, therefore, when applied to the human body can express the maximum tension of the stretched muscle. Tension is welcome, but straightness can be handled incautiously to look like hardness, and hardness is the very denial of organic charm. There is something paradoxically harsh about Gigli's figure on page 59. This is due perhaps to a basic straightness of the compositional framework. A rigid vertical connects the head with the left wrist and the right knee. From the center of this column an equally hard diagonal breaks away at the hip and moves down sharply to the left knee. The figure seems constructed with the ruler.

What is it about curves that has made them a synonym of femininity? Considered as a motion, a curve constantly changes its direction and therefore conveys flexibility and elasticity. Considered as a boundary it embraces area or volume and therefore expresses abundance. At the same time, however, a curve is rarely soft. The more regular its shape, the more elegant looks its swing and the less soft. The flexibility of the regular curve reminds us of a resilient steel blade, and it is the particular mixture of elasticity and coolness, of abundance and tautness that fills the prescription demanded by our modern taste. Look at the attractive ferocity of Gigli's black-sheathed figure on pages 56 and 57 (presumably the same model who yielded the static construction of page 59). The curve that swings from head to toes has the precision of metal. One thinks of airplanes and cars.

All curves are gentler than straight

(Continued on page 124)

DECEIT OF GLAMOUR

(Continued from page 55)

them to their girl friends or boy friends."

A Hollywood studio undertook to kill a layout of pictures of one of its young beauties which a magazine had bought from me. The studio thought the pictures were too cheesecakey. I didn't think so, and the young beauty didn't. The studio increased the volume of its bleating until the magazine said, "Look, now, if you don't quit squawking about those pictures, we'll print a set of nudes of the gal which we've just dug up."

Still I don't find nudes glamorous. The Marilyn Monroe calendar shot to me wasn't as glamorous as Milton Greene's study of her in *Look* in which she wore a black robe—with only her knees and legs bare.

Somehow it reminds me of comedian Joe E. Lewis' story about when he took up photography briefly. "I found me a model and I wanted to photograph her in the nude," said Joe E., "but she insisted I put on something."

Glamour is bigness, for some reason. The outstanding glamour girl of the past year has been Anita Ekberg who is a big doll.

"She's a lotta woman," as they say. There's glamour in her bare shoulders and her bare thighs, which are large, and also in her derriere, which, fortunately, isn't. There's glamour in her long hair which she tosses about, and in the way she stands with her strong-looking legs well apart, straining each side of her dress (pages 56 and 57). And to this observer, Gigli has caught the glamour of Ekberg in the pictures he's taken for this magazine.

(I don't say he caught her any better than I did when she posed for my Rollei and me, but the boy did right well and looks like a comer.)

Ekberg, though, is a true glamour girl . . . a genuine beauty, and one who knows all the tricks of posing.

Let her raise that well-rounded shoulder and lower her cheek and chin down to it . . . and you've got Marlene Dietrich.

Something about the way she handles those generous natural assets makes up the aura that really constitutes glamour. For it is an aura, a dazzling and also a dimming kind of light that the glamour girl exudes. This aura is a little like the light from a lighthouse and a little like the light from a lightning bug—but also a little like the glow of the moon.

Anita does it with her clever posing and . . . should we say? . . . her robust healthiness. Marilyn Monroe does it with posing and with her knowledge of lighting. She learned about lighting and angles long ago, and I have heard her

(Continued on page 125)

TAKE ALL YOUR PICTURES IN A FLASH WITH THE HEILAND STROBONAR SEVEN



FOR PROFESSIONAL USE

PRO PAK. It's built for heavy-duty use! Powered by one 510 volt battery to give 1600 or more flashes—less than one cent per flash! It recycles to full power in 2 to 4 seconds—almost as fast as you can advance film! The Pak is only 2"x3 3/8"x6 1/2", small enough to slip in your coat pocket, completely out of the way!



FOR AVERAGE USE

D PAK. It gives you the most economical battery use! Powered by four 20 cent photoflash batteries that give 100 or more flashes. You can belt the handy shaped-to-body Pak around your waist or sling it from your shoulder. Just loosen one screw to slip new batteries in the Pak.



FOR INDOOR USE

AC PAK. It's the most economical method of shooting indoor flash photographs. Powered by ordinary household current—plugs in any household socket. Two 10 foot cords let you move freely around any room.

WRITE FOR FREE BOOKLET

Heiland



A DIVISION OF
MINNEAPOLIS HONEYWELL

5200 EAST EVANS AVENUE • DENVER 22 COLORADO

The Strobolar Seven is amazingly light and compact, yet it's built to professional-quality standards. It opens up a new world of photo fun. See it demonstrated at your dealers!

The NEW DYCO COLOR PRINT KIT—

**WILL MAKE YOUR DARK-
ROOM A COLOR LAB.**

Make fifteen 8x10 quality color prints from your color transparencies! Kit includes complete color chemicals and instructions. This **special introductory offer** includes package of 8x10 color print paper.

**IT'S EASIER THAN ANY OTHER
COLOR PROCESS YOU CAN USE!**

Complete Kit only **\$19⁹⁵**

Literature on request.

Dyco Color Corp.

310 W. Liberty St., Louisville 2, Ky.



HAD you been a traveler in what was the garden of England in the late nineteenth century the above scene would not have been an uncommon one. It was in the days when the "magic lantern" was probably the most popular form of entertainment, and oil lamp enlargers and glass sheets common photographic equipment. The boy in the drawing might have been Charles Duncan, then an apprentice to an itinerant photographer, pushing a portable darkroom on an old perambulator chassis, and learning first or second hand from Daguerre, Talbot, Lumiere, and other masters.

Duncan grew up to become one of England's best known photographers. Kings and presidents, cabbages and jewels, aging cathedrals and Egyptian temples all were processed thru his "magic soap" and wet plate negatives (often up to 30 x 40 inches), sometimes by methods which would cause Hurter and Driffield to turn in their graves. His adventures include one where he was suspected of having stolen the Mona Lisa from the Louvre, another where a photograph he made saved an apparently guilty man from the gallows. Charles Duncan has just put his long and adventurous career into a heart warming book. It is one from which you will not learn a thing, but a book you'll have to be pulled away from forcibly to come to dinner. It is a rare gem of pure wit and nostalgia which will not only delight you but every photographic friend to whom you are thoughtful enough to send a gift copy. "A Photographic Pilgrim's Progress"—\$2.50. **AMPHOTO**, 33 W. 60th, New York 23.

ANATOMY OF CHARM

(Continued from page 122)

lines but they are so to different degrees. The simplest cure is also the relatively hardest, and the same is true for the surfaces of volumes. Any fragment of a circle or sphere is rigid because the rate of the curvature remains constant throughout. As the shape of a face or a buttock, a shoulder or a breast approaches circularity it loses tension, mo-



Portrait by Robert Halmi

tion, and elasticity and becomes static geometry. Charming curves are often approximately parabolic. A healthy body shows them almost everywhere, which does not mean that the camera will bring them out automatically. The parabola fuses straightness and roundness into one unbroken shape—that is, it combines strength and gentleness. But even the parabola can hardly be called soft because, to repeat, no regular curve has true softness. Shape expresses softness by means of slight irregularity. Look again at Halmi's figure (picture above) and follow the downward curve of the right arm. The shoulder displays the perfection of an approximate parabola; the muscle has the charm of tightness but it is not soft. As one follows the contour further down one notices along the body or the arm the subtle waves of irregularity that spell softness. This is the language of flesh. In crude professional terminology we might say that the secret of charming outline depends upon the correctly proportioned contributions of muscle and fat with the straightness of tendon and bone thrown in as a spice.

For the sake of easier demonstration more has been said here about outline than about volume. And yet it is volume that gives the main impact of shape. Contour operates within the flat surface

(Continued on page 126)

New COMPCO TABLE MOVIE VIEWER AND EDITOR



Includes precision Viewer-Editor, two 800' Rewinds, Positive Film Splicer, Film Cement—all mounted on sturdy board.

Complete for only

\$49⁵⁰

Two models: 16 mm. and 8 mm.

**professional quality and extra
features at a popular price!**

An ideal dual-purpose unit for every 16 mm. and 8 mm. movie photographer. Use it for quick convenient pre-viewing of films—or editing your films. Large viewing screen—3" x 2½"—brilliant, flickerless, even in a lighted room. Precision built throughout with simplified threading, improved optical system. Has cooling system, full film protection, new type splicer, and extra-large 800' capacity, gear-driven rewinds. Many other features.

Send for Circular

giving detailed specifications and full information on new Compcop Viewer-Editor.

COMPCO Corporation

2267 W. St. Paul Ave. Chicago 47, Ill.

COMPCO Corporation
2267 W. St. Paul Ave., Chicago 47, Ill.

Please send me illustrated circular giving full details on new Compcop Movie Viewer-Editor.

Name _____

Address _____

City _____ Zone _____ State _____

DECEIT OF GLAMOUR

(Continued from page 123)

make suggestions to cameramen about these details that have been so important to her.

Marilyn carried her knowledge of lighting with her to her TV appearance on Ed Murrow's "Person to Person" show.

She and Milton Greene wanted her to have the softening effect of bounce light and managed to get it.

Lately we've had another glamour girl, busty Jayne Mansfield (size 40), who may bring the derriere back (from wherever it went).

Jayne—now the sensation of *Will Success Spoil Rock Hunter?*—has been posing since she was an artist's model, often semi-nude, while working her way through college in Texas. A rear view of Miss Mansfield as she wiggle-wagles across the stage at the Belasco Theater is an important part of the show, and Jayne has not overlooked her derriere—nor has any photographer—in the posing she's done since.



Jane Mansfield by Earl Wilson

If the derriere was good enough for the French painters to paint, it's good enough for me to photograph. Properly posed, I'd say it's glamorous (see above).

A pretty girl looking at you with one eye through half a slice of watermelon (page 68)—no, to me that's not glamorous.

That imaginative little study by Paine which we see here is in my book an excellent example of Art. But are those long skinny fingers glamorous, are those watermelon seeds glamorous? We can't even get a hint of the girl's probable beauty.

I don't know Mr. Paine but by the way he overlooked the lady's figure, I'd bet he's a fashion photographer. I often

(Continued on page 127)



NEW!
INDIVIDUALLY MOUNTED
COATED
SCREW-IN FILTERS



So compact that case can be closed without removing filter.

NO ADAPTERS NEEDED!

It's so easy to improve the versatility of your camera. Just screw in a WALZ Coated Filter—No Adapters Needed! Use a WALZ Filter—neat—compact—individually mounted—Custom threaded especially for your camera. Always insist on WALZ—The Finest Filter made—anywhere.

PRICES ON WALZ "CUSTOM-FITTED" FILTERS

TO FIT CAMERAS OR LENSES LISTED BELOW	WALZ INDIVIDUAL FILTERS	WALZ FILTER KITS	WALZ CLOSE-UP LENSES	WALZ CLOSE-UP LENS KIT	WALZ LENS HOOD
Walz Filters are also available for most cameras with threaded lens mounts not listed	Colors Available: CLEARFLASH TYPE F SKYLIGHT YELLOW RED GREEN	Color Kit Contains: CLEARFLASH SKYLIGHT TYPE F Black & White Kit Contains: YELLOW RED GREEN	Sizes Available: +1 +2 +3	Kit Contains: +1 +2 +3	SCREW-IN FOR ALL FILTERS AND LENSES BAYONET FOR ROLLEI
ARGUS C-3, Elmar f:3.5	1.95	5.75	2.50	6.95	1.95
RETINAS f:2 & 2.8, Karamat	2.95	8.75	3.50	9.95	2.95
CONTAFLEX, Contessa Contina, Ikonta 35	2.95	8.75	3.50	9.95	2.95
SIGNET, Bantam R.F. Cine Ektar f:1.9 & 2.8	2.95	8.75	3.50	9.95	2.95
ARGUS C-4, Iloca Quick, Realist 35, Vito III	2.95	8.75	3.50	9.95	2.95
GRAPHIC "35"	2.95	8.75	3.50	9.95	2.95
ROLLEI: f:3.5 BAYONET	3.95	11.75	4.95	13.50	3.95
LEICA SUMMICRON f:2 Hektor f:1.9 & 4.5	3.95	11.75	4.95	13.50	3.95
LEICA SUMMITAR f:2 Steinheil Culinar f:2.8 & 4.5	3.95	11.75	4.95	13.50	6.95
CONTAX, Exakta, Exa, Praktiflex, Pentaxen	3.95	11.75	4.95	13.50	3.95
CANON f:1.5, 1.8, 2.	3.95	11.75	4.95	13.50	3.95
NIKON f:1.4, Nikkor W.A. f:2.5 & 3.5, Nikkor Tele f:3.5	3.95	11.75	4.95	13.50	3.95

ALL WALZ FILTERS ARE GUARANTEED FOR LIFE

IMPORTANT NOTICE

TWO NEW FILTERS FOR THE NEW COLOR FILMS!

WALZ COATED CLEARFLASH FILTER (B-7)

The Walz Coated Clearflash Filter (B-7) is a blue filter for exposing all daylight color films with clear flashbulbs. When using daylight Kodachrome, Ektachrome, Anscochrome, or other daylight color films, it is not necessary to use blue flashbulbs. Instead, use clear flashbulbs and the new Walz Clearflash Filter (B-7). The Walz Clearflash Filter alters the color temperature from 3800 degrees Kelvin to 4000 degrees Kelvin, thus furnishing the same results with clear flashbulbs as would be obtained with blue flashbulbs and no filter.

WALZ COATED TYPE F FILTER (#85-C)

The Walz Coated Type F Filter (#85-C) is a pink-orange filter for exposing the new Kodachrome Type F and Ektachrome Type F color films in daylight. This filter converts the quality of daylight to that of clear flash bulbs by absorbing the ultraviolet and blue light. Any indoor type color film balanced for flash illumination may be used in daylight with the Walz Type F Filter.

U.S. PHOTO SUPPLY Co.
1204 G ST. NW WASHINGTON 5, D.C.

NEW

minicord III

world's smallest reflex

Never before—ground glass, coupled focusing in a camera so small. Compose your pictures perfectly, and get needle sharp negatives every time that give you big, beautiful blowups up to 18 times.

At last—you'll take "available light" candids in theatres, clubs—for almost any light is enough light for the ultra-fast Goerz F2, six element lens. Stops down to F:11 for full exposure control.

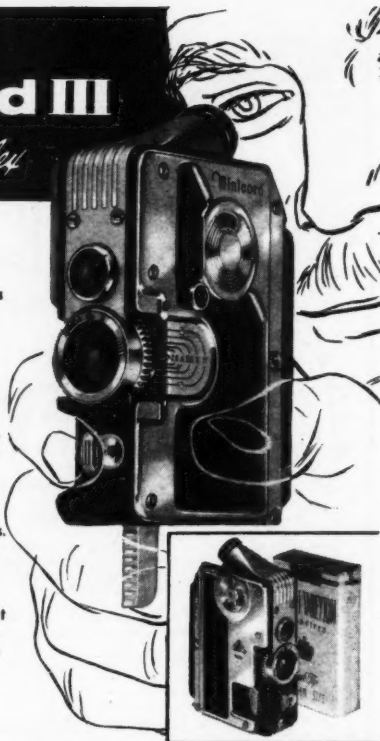
You'll get exciting sports shots in action sequences. A gun trigger film transport gives you a shot a second—and shutter speeds from 1/10 to 1/400 stop any action.

Move in as close as 12" for tight closeups and document copying with Minicord's telephoto lens.

Take color or B&W pictures with a full range of 16 mm emulsion speeds available—magazine or load your own.

Carry the Minicord with you always—it fits pocket or purse—put a new Minicord III in your hand and feel the thrill of a really magnificent piece of craftsmanship... Minicord III for fine photography.

with leather case & neck cord \$139.50



at franchised dealers only... write to Dept. 8 for full information and your dealer's name

MINICORD SALES • 110 S. Dearborn Street, Chicago 3, Illinois

made for each other

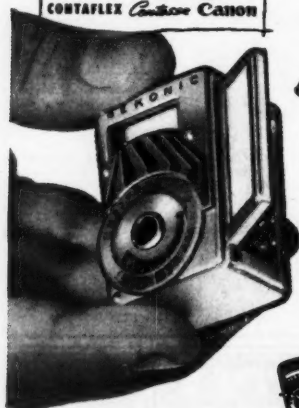
... your camera,
and the new

SEKONIC

compact

slips into any camera
accessory clip

Leica Contax
Nikon RETINA argus
CONTAFLEX Canon



... to give you the convenience of a built-in
incident and reflected light exposure meter

• high-sensitivity photo-electric cell • all-metal
construction • ASA film speeds from 10 to
800 • speeds from 4 sec. to 1/1000 • stops from
f:1 to f:32 • can be used for "off-the-camera"
readings too • direct reading as 1/50th with
Plus X, 1/100 with Super XX.

\$9.95 (including luxurious top-grain leather case)



Sekonic LEADER Photo-Electric
Exposure Meter. Only \$6.95.



Sekonic PROFESSIONAL Photo-Electric
Exposure Meter, incl. case and incident attachment \$27.95.

PHOTOGRAPHIC IMPORTING & DISTRIBUTING CORP. • 135 Broadway • New York 6, N. Y.

ANATOMY OF CHARM

(Continued from page 124)

and therefore moves sideways rather than toward the observer. It speaks to us but it passes us by. It is the art of profile, expressive but aloof. Volume, on the contrary, is a frontal attack upon the onlooker. There can be no doubt as to who is being addressed.

Volume, of course, depends almost entirely on light and shadow. Light determines the degree of prominence and therefore the brashness of the approach. Shadow makes the depth of the withdrawal. With their game of thrust and retreat the volumes that are sculptured by light involve the beholder most directly. Only a pair of eyes can do even better.

The game of thrust and retreat, of tension and relaxation, is the strategy of charm. It is the rhythm of sex and dominates human relations. It pervades the varieties of pictorial expression that have been discussed here. We have found it in the vertical and the diagonal, in the straight line and the curve, in the active hardness of perfection and the passive softness of irregularity, in symmetry and motion, brightness and darkness, convexity and concavity. This sounds like a very abstract medium as long as we describe it in words. Yet it is a language people understand before they can be charmed by the written word: it is the language of the picture.—THE END

FREE LITERATURE

The 58th Annual Burke and James 1956 Photo Equipment Catalog is now available. The 96 page book covering over one thousand nationally famous items both imported and domestic includes information on cameras of every description, lenses from 1/4" to 72" of all speeds, projectors, printing equipment, enlargers, lighting and developing equipment, and laboratory equipment. For your free copy, write to: Department M.P., Burke & James Inc., 321 S. Wabash Avenue, Chicago 4, Ill.

Hints to help with your color slide shows is the subject of the new Argus brochure, "Curtain Time." Included is information on selecting the proper film; editing, mounting, and projecting the slides; and a sample script for a slide story. Write to Sales Service Division, Argus Cameras Inc., Ann Arbor, Mich.

A compact, comprehensive color chart showing each of the 48 standard shades available to professionals and hobbyists who handcolor black-and-white photos is now available from dealers or from the John G. Marshall Mfg. Co., Inc., 167 N. 9th St., Brooklyn 11, N. Y.

DECEIT OF GLAMOUR

(Continued from page 125)

wonder what fun those fellows get out of life anyway.

Practically always when I have any thinking to be done, I ask my B.W. to do it, and so I said to her, "What is glamour?"

"Glamour," she said, almost instantly, "is publicity."

Which is a brilliant answer. My wife's seen the rise of a generation of them, back to the days of Carole Landis, when Lana Turner wasn't long out of that drugstore where she got discovered, and Ann Sheridan, the Oomph Girl, was explaining that Oomph "is the noise a fat man makes when he bends over to tie his shoelaces in a phone booth."

And glamour always starts with cheesecake pictures!

Then the gals become "dramatic actresses" and wouldn't dream of getting into a bathing suit. (Besides, they're probably a little beefy by then.)

Am I wrong? The Duchess of Windsor is a considerably photographed female, so is Elsa Maxwell, likewise Mamie Eisenhower. But are they glamorous? Not in my understanding of the word.

Now for a word about those talented gentlemen—and they are, every one of them—the glamour photographers.



While interviewing a glamour model recently, I asked her whether any photographer had ever embarrassed her by trying to get unduly personal.

"It happened just once in all the time I've been modeling," she answered, "and it wasn't serious. The photographers all know better than to try it, because if they did, the word would get around, and they wouldn't be able to get any models from the better agencies."

I discover in rereading my thoughts about glamour photography that I've neglected the glamour boys.

And I'm going to continue to do so. I have a confession to make. I'm not interested in them. I don't think any amount of studying could make me care a hoot about taking a beefcake picture of Marlon Brando.

Possibly you will arrive at the conclusion that I have a very narrow, unfair, prejudiced view of glamour and glamour photography.

Perchance you will get the impression that I think it's mostly Sex Appeal.

I hope so, because to me that's it, bud.—THE END

Variety Movie Club Members **ONLY** Will Get This \$4.95

8mm MOVIE VIEWER FOR ONLY \$1.95



YES, you can get the spectacular \$4.95 8mm Melton Viewer for only \$1.95 when you join the **VARIETY MOVIE CLUB!** Think of it! This home-movie viewer sells everywhere for \$4.95 and is the most entertaining way of showing the latest 8mm movie films available. Your own private movie show with this viewer. No screen to set up. No rooms to darken. Load with one of our 50 ft. movies or your own and Presto—real live action motion pictures in a Jiffy.

Variety of 8mm Films Available

As a member of our Variety Movie Club, we send you the latest 8mm movie films **DIRECT FROM HOLLYWOOD.** Just specify the type of films you want, "A"—Variety Movies (Satires, sports, etc.) or "B"—Slapstick Comedies for the entire Family or "C"—Comedies and Mickey Mouse Cartoons for Children. As a member you pay only \$1.00 for 50 ft. 8mm films regularly sold at double this price.

SEND NO MONEY

Your viewer will come with your first month's films. Pay postman on arrival. **MONEY BACK GUARANTEE** if you are not completely satisfied

Membership Coupon

VARIETY MOVIE CLUB, Dept. MP-1
Post Office Box 2589, Hollywood 28, California

Please enroll me as a member of your Movie Club and send me two 50 ft. 8mm movies C.O.D. every month at only \$1.00 each plus postage. I have the right to exchange for other films or return for refund for only 50c—and I can cancel at anytime without obligation.

☐ Also rush the new 8mm **MELTON VIEWER** with my first month's films for only \$1.95 extra for the viewer (reg. price is \$4.95).

I prefer "A" _____ "B" _____ "C" Films _____

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

☐ Viewer alone without membership, \$4.95.

ATTENTION PHOTOGRAPHERS

We desire to place with **RESPONSIBLE, ESTABLISHED PHOTOGRAPHERS, OUR LINE OF**

"Lusterchrome" Local View and Advertising POST CARDS
U.S. REG. TRADE MARK
REPRODUCED from COLOR TRANSPARENCIES

THE QUALITY OF THESE POST CARDS

IS THE FINEST IN THE WORLD

EXCLUSIVE TERRITORY IS NOW AVAILABLE!

This line is very profitable if handled properly.

Complete information with samples on request.

(We purchase color transparencies)

TICNOR BROS. INC.

1249 BOYLSTON ST., BOSTON 15, MASS.

Become a PROFESSIONAL PHOTOGRAPHER



You can learn photography best under top-notch teachers. Franklin Technical Institute's faculty are successful professionals. They teach you from the wealth of their own experience. Intensive one-year course in portrait, industrial, commercial photography.

YOU PRACTICE ON THE FINEST EQUIPMENT
Guided by these outstanding men you handle daily: Deardorff, Graphic and other cameras; latest enlargers; 2 to 24" Bausch & Lomb and other fine lenses; light meters, etc. You study cameras, lenses, films; lighting, composition; retouching, finishing, mounting. Also science courses, business law. Limited registration. Coeducational. High school or equivalent required. Write for free catalogue.



FRANKLIN TECHNICAL INSTITUTE

Founded by bequest of Benjamin Franklin
48 Berkeley Street, Boston 16, Mass.

PRICE SLASHING CLEARANCE SALE!

This is your opportunity for tremendous savings in our gigantic January clearance sale!

ONLY 10% DOWN BRINGS YOU EVERYTHING AT NO INCREASE IN OUR FAMOUS LOW PRICES!



CONTAX SUPER D—Latest Model

Brand new. Also known as Contax D, Pentaxam, Hexagon, etc. Penta-prism. Shutter to 1/1000. 50mm f2.8 Zeiss Tessar Pre-Set.

91⁹⁵

50mm f2 Carl Zeiss Biotar Pre-Set \$119.95
50mm f2.8 Steinheil Quinar Automatic 199.95
50mm f1.8 Schneider Xenon Automatic 214.95
Free on request: complete price list of Contax Super D, Pentaxam, Contax D, new & used, with/without lenses, incl. access.



EXAKTA VX—BRAND NEW

35mm single lens reflex. Focal plane shutter, 12 sec. to 1/1000 sec. speeds. Select any Exakta lens. Body only.

115⁰⁰

With 50mm f2.8 lens \$128.95
With 50mm Zeiss Biotar f2.8 Pre-Set 178.50
With 50mm Angenieux f1.5 Pre-Set 198.50
With 50mm Zeiss Tessar f2.8 Pre-Set 178.50
With 40mm Macro Kitar f2.5 198.50
Ask for our complete Exakta price list.



PRAKTIKA FX

Famous 35mm single lens reflex with focal-plane shutter, interchangeable lenses. With f2.8 Tessar Pre-Set.

74⁹⁵

With 50mm f2 Zeiss Biotar Pre-Set \$97.95
Praktika and Praktiflex cameras available with many lenses & accessories. Ask for our complete money saving price list.



EXA—NEW 1956

Single lens reflex uses all Exakta lenses and access. With 50mm Zeiss Tessar and 100mm f4.5 Telephoto Lens.

84⁹⁵

With 50mm f2.8 Will Wutzler \$42.95
Complete price list on Exa available upon request.



ROBOT ROYAL—NEW, LATEST

Rapid spring-operated sequence camera makes 8 exposures per second. New, coupled rangefinder model, List Price \$295. Special

189⁵⁰



EDINEX—Rangefinder Model C

f2.8 color-corrected lens, rapid-wind lever, self-timer, built-in synchronization. Sale price \$49.95. Our price, new

37⁴⁰



LEICA M-3—LATEST MODEL

With f2 coated Summaron, coupled rangefinder, flash synchronization. Used.

***259**

Trade your Leica III f for new M-3 for additional \$149.95
Complete price list available for Leica lenses and other equipment at money saving prices!

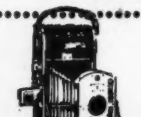


CONFLEX Single-Lens Reflex

Eye-level prism camera with ground glass range-finder, automatic diaphragm. With Zeiss Tessar f2.8 lens, synchronized, used

101⁰⁰

Telephoto and Wide Angle lenses, close-up lenses and attachments available. Money-saving price list free upon request.



POLAROID 95

"Picture-in-A-Minute" with coated lens, built-in flash synchron. 35x45 pictures. List price \$89.95 used

37⁵⁰

Polaroid Model 80 List Price \$69.50—Used \$45.00
Polaroid Model 101 List Price \$49.50—Used \$35.00
Telephoto & Wide Angle lenses, stereo attach., flash, strobe units, filters, film at money-saving prices. Ask for price list.



HASSELBLAD REFLEX

Finest 2 1/4 x 2 1/4" reflex. Focal-plane shutter, built-in synchronization. With 40mm Elmar coated lens. Used

193⁵⁰

Ask for newest Price List of new and used Hasselblads including Super Wide Angle cameras, many lenses and hundreds of accessories especially low priced.
180mm Carl Zeiss Sonnar f2.8 List Price \$350—Sale \$240.00
300mm Carl Zeiss Sonnar f4 List Price 730—Sale 339.50

WE BUY CAMERAS... highest cash prices paid for your cameras, lenses and equipment. Your used equipment can serve as part or down payment.

grand central camera

1 E. 43rd ST., NEW YORK 17, N. Y.
Call us collect. MU 2-0866

1. 30 Day Absolute Money-Back Guarantee!
2. Written Full Year Guarantee!
3. 5 Year Service Guarantee!

Color-Vision

... your favorite Color Transparency... you get... in brilliant light-transmitting frame!

COLOR-VISION

... your favorite Color Transparency... you get... in brilliant light-transmitting frame!

Makes wonderful year-round gift for home or office. Rush your transparencies with Cash, Check or M.O.

COLOR-VISION 4 Third St., Saratoga

COMPLETE \$195
postpaid
3 for \$5.25

NEW PRODUCTS

(Continued from page 40)

surface fabric and is available in four sizes (30 x 40 in. through 50 x 50 in.). For prices and more information, write:
RADIANT MANUFACTURING CORP.
2627 W. ROOSEVELT RD., CHICAGO, ILL.

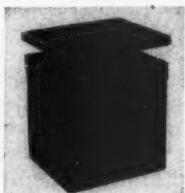
Pocket-Vue Slide Viewer



When folded flat, the new Mico Pocket-Vue fits easily into a pocket or purse. Opened, it accepts 35mm and Bantam slides, or can be used as a magnifying glass. Illumination is by available light, or artificial light with the addition of the Mico-Lite battery attachment. Price of Pocket-Vue, \$2.95; Mico-Lite battery attachment, \$1.95 extra. For more information, write:

MICO PHOTO PRODUCTS
110 S. DEARBORN ST., CHICAGO 3, ILL.

Yankee Utility Tank



Designed for home developing, the new improved Yankee Utility Tank has a snap-on cover which, according to the manufacturer, makes the plastic tank both airtight and leak-proof. A notched rim on the unit

evenly spaces twelve hangers 4 x 5 or smaller. Over-all size is 6 x 7 x 6 in. And the tank holds 1 1/2 gallon of solution. Price, \$2.95. For more information, write:

YANKEE PHOTO PRODUCTS
3325 UNION PACIFIC AVE., LOS ANGELES, CAL.

Elgeet Cine-Turret Attachment



The new Elgeet Cine-Turret that comes with telephoto and wide-angle attachments has been designed to broaden the scope of any single-lens 8mm

movie camera. Simple to install, the Cine-Turret has a bracket that mounts around the camera lens barrel and is secured by a set screw. The telephoto (magnifying) or wide-angle (minifying) attachments can then be swiveled into position over the regular camera taking lens. Combined with the regular lens, the telephoto attachment gives 2 1/2X power, and by combining the wide-angle attachment with the standard lens, you can cover a field four times as big as that covered by the normal lens.

The Cine-Turret is priced at \$39.50, and finders will be available for a wide range of cameras. For more information, write:

ELGEET OPTICAL CO.
838 SMITH ST., ROCHESTER 6, N. Y.

Spiratone Closeup Lenses

Series VII extreme closeup lenses which fit all standard filter holders have been added to the Spiratone line. The +4, +5, +6 diopter lenses are mounted in metal rings, while the +10 diopter lens is unmounted. Price of +4 diopter lens, \$3.25; +5, \$3.75; +6, \$4.25; +10, \$5.25. For more information, write:

SPIRATONE, INC.
49 W. 27 ST., NEW YORK, N. Y.

WINGATE PAINE

(Continued from page 72)

printing processes. He knows exactly what he wants in a print and how to get it. For example, he will shoot and develop for a portrait with a slight grain pattern or perhaps for a contrasty picture which will cut out some of the middle tones.

His sense of order and design become noticeable in his meticulous approach to cropping. In the picture on page 77, for example, the casual observer will see what appears to be an exactly centered head. But a close inspection will reveal that only arms are centered. The head is closer to the left of the picture. But, by cropping as he has, Paine gave the optical illusion of the classic, centered picture. And this was important to the photograph, which depends on the dead-level straight approach for its stark effectiveness.

In all but two of the pictures, the model is looking directly at you. And this fits in with Paine's approach to glamour. "I don't like a woman directing her attention to someone over there; she should be involved with me."

Now the "me" in this case is really the camera lens. "I often say 'look here', pointing to the lens, 'this is me.'"

Not only the eyes, but the whole physical being of the woman—expression and gesture—are important to Paine. What he does with her hands may intensify or state a mood. She becomes in his picture not merely a beautiful face, but a human being with character, expressing an emotion.

Paine gets close. And this getting in close is expressed both physically in closeups and emotionally in expression.

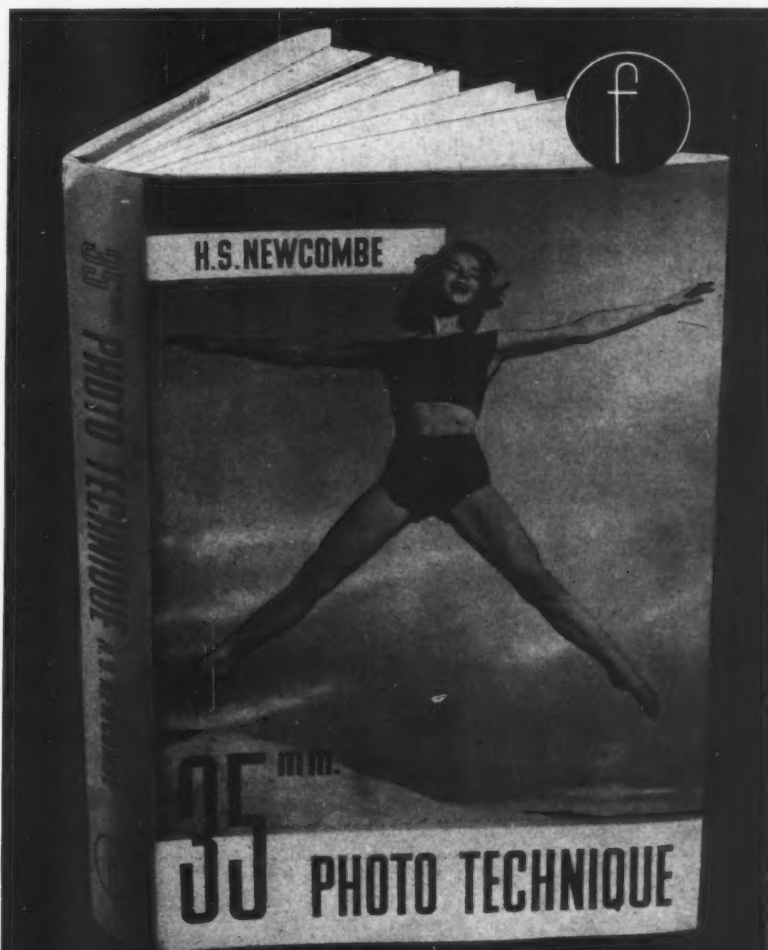
Just before he started the sitting of Sandra Brown which resulted in the pictures on pages 76-77, he noticed that when she flared her nostrils, her whole face changed expression and character. So he had her do this.

"Not all expressions are of equal importance. She's one thing with her hands in the picture, another without the hands."

Paine disputed the fact that his pictures may be considered glamorous in the usually accepted sense of the term. Certainly they add up to intriguing pictures of beautiful women, but they are far removed from the obvious appeal of cheesecake. Sandra Brown taking off a fur coat is one thing, any girl taking off a negligee is something else. And his pictures are not coldly beautiful. His women look real and are caught in moods which are recognizable, relatable.

He says what he is trying to do is to photograph "WOMAN", and that must be the criterion for judging his pictures.

—THE END



JUST OUT! BRAND NEW!

9th edition of a world favorite that has made itself indispensable to the serious 35mm worker. Diagrams, photos, 53 chapters, etc.

This new edition is now **\$3.75**. (3% sales tax for N.Y.C.)

A Focal Press Book • Write for complete Photo Book Catalog

Order from your dealer or

AMPHOTO American Photographic Book Publishing Co. Inc.
33 WEST 60th STREET, NEW YORK 23, NEW YORK



FROM
\$17.95 **FOTOLARGERS**

Professional results at the lowest price possible for fine, precision made equipment. Only low price enlarger offering full line of accessories such as condensers, copy back, copy kit, counterbalances, etc.



FROM
\$19.95 **CINELARGERS**

Featuring new lens design, allows you to make prints from your 8 & W or color movie film. 8mm—\$18.95, 16mm—\$18.95. New 35mm model for making 8 & W or Kodachrome prints from 35mm slides \$22.95.



STANRITE SUPERPOD
GEARED TWO WAYS...

FROM
\$19.95

Horizontal gear for smooth movies panning. Geared for fast elevation up-down action. Extra 90° tilt on panhead. Bell level, many new features that have never been offered on any tripod before.

THE MOST AMAZING TRIPOD EVER MADE

WRITE FOR FREE
24 PAGE CATALOG

TESTRITE INSTRUMENT CO., INC., NEW YORK 3, N. Y.

IS PHOTOGRAPHY SENTIMENTALITY?

The following controversial article was written by Peter Pollack, curator of photography at the Art Institute of Chicago. Do you agree with him?

Last summer I acted as one of the jurors for the 75th Anniversary Exhibition of the Photographers Association of America. This organization is made up mainly of commercial and portrait photographers who run their own studios. For sixteen solid hours about 6,000 works were looked at and evaluated—this year for the first time—with electronics.

Mr. Lyle Tyler had produced a set of five gauges (one for each judge), a dial ranging from zero to 50, and a computer where an operator sits and calls out the average of the five votes cast. None of the pictures evaluated earned 50, and a number got no more than two or three, but to keep the record straight, let's start from the beginning.

The instructions to the jury (two panels of five jurors each) contained the following criteria:

- Choice of subject matter or ideas
- Composition, arrangement, balance

- Lighting-illumination control
- Chemical effect (negative-print)
- Finishing
 - Mounting
 - Retouching
 - Spotting
 - Air brush-crayon sauce-monobron
 - Choice of mounting-presentation

Each of the five categories was to be considered for ten points.

In the discussion of the instructions, I pointed out that the word "art" had not been used once, and asked where creative ability was placed, and the answer was "Why, under subject matter, of course." And so creativity, imagination and art in photography at the most could be only ten points, and then only if the subject matter were acceptable.

The by-laws of the P.A. of A. read, in the very beginning of Article Two, "The objects and purposes of the association shall be to advance photography in all of its branches, both as an art and as a profession."

How is it possible to evaluate a work of art by a dial and a gauge? And the answer is that what we were judging were not works of art.

What seemed to be the criterion was the emphasis on sentimentality, and the titles were as much an indication of this attitude as the pictures themselves. The obvious, the cliché, the pretty was singled out, rather than the original, the creative, or the truly beautiful.

Bridal pictures by the hundreds were titled "Radiant Bride," "Beautiful Bride," "What God Hath Joined Together," "The Wedding Party," etc. Old men—posed in practically the same lighting as were the brides and the babies—bore such titles as "Companions" (a man with a beer bottle in his hand); or "Friends" (a man with a pipe held close to his mouth); or "Musing" (the "old codger" who stares vacuously into space).

In a press release dated July 21, a poem by Edgar A. Guest, titled "Her Photograph," is recommended as an effective way of displaying the work of professional photographers, and suggests that the photographer take the poem to his local television station, with his own photographs, and ask that the poem be used for effective programming. A staff announcer reads the poem while portraits of a child, a young miss, graduation, wedding, old age, carry out the pictorial idea of the poem. For the sake of brevity I'd like to quote just three of the ten quatrains:

QUALITY COLOR PRINTS				
24 HOUR SERVICE	3 1/4 x 4	4 x 5	5 x 7	24 HOUR SERVICE
2 1/4 x 3 1/4	39¢ ea.	45¢ ea.	80¢ ea.	8 x 10
20¢ each	COLOR FILM DEVELOPING			1.65 each
	620—120—35mm ANSCO COLOR, EKTACHROME per roll			
	KODACOLOR PRINTS			
	2X—27 ea. 5X—1.25 ea. 8X—3.25 ea.			
	COLOR SLIDE DUPLICATES			
	5 for \$1.—12 for \$2.			
MODEL FILM LABORATORY				(3 for 4.50)
DEPT. N478 W. 47th St. New York 36, N. Y.				

35mm BULK ANSCOCHROME	
LOAD YOUR OWN!	For Only \$8.95 We Give You
	• 35mm Daylight Bulk Film Loader
	• 28 ft. 1956 Anscochrome (notched and numbered)
	• 8 Cartridges and Mailing Bags
Go Quick	So Easy So Economical
KODAK 35mm PANATOMIC X-XX-Tri X	
20 Exp. 6 for \$1.79	10 for \$3.25
36 Exp. 4 for \$1.77	7 for \$3.15
50 ft. \$2.25—100 ft. \$3.75	
35mm EKTACHROME	ANSKO COLOR 535
20 EXP. 1 Roll \$1.88	36 EXP. 1 Roll \$2.45
1 for \$5.50	3 for \$8.85
20 H. \$11.36—100 H. \$37.50	3 for \$11.95
8 Free Carts per 25 ft.	1 for \$10.95
MINIATURE FILM SUPPLY CO., Dept. MP	
78 W. 47th St. New York 36, N. Y.	

35mm ANSCOCHROME
20 Exp. 36 Exp.
1 Roll \$2.49 1 Roll \$3.75
3 for \$6.69 3 for \$9.95
Prices Include Developing and Mounting
28 ft. 35mm ANSCO COLOR
1956 Factory Sealed Cans Notched & Frame Numbered
8 Free Carts. & \$12.45
8 Mailing Bags
Price Includes Developing & Mounting As Ready
28 ft. NEW ANSCOCHROME
with FREE BULK Film Loader, 8 Carts, 8 mailing bags \$14.95
Includes Dev. & Mtg.

MOVIE KODACHROME
1 Yr. Expiration
Factory Packed—1957 Dated
8MM 25 ft. Double Rolls
4 Rolls \$9.45
7 Rolls 14.99
16MM 100 ft. Roll
1 Roll \$7.15
3 Rolls 19.95
ON ALL FILM & MOVIE FILM ORDERS, PLEASE ENCLOSE 5¢ PER ROLL FOR POSTAGE & HANDLING

GOLDEN GATE COLOR PRINTS
8x10—1.50 each
2 x 3 1/4 19¢ ea.—Any 6 for 1.15
2 1/2 x 3 1/4 23¢ ea.—Any 6 for 1.35
3 1/4 x 4 43¢ ea.—Any 3 for 1.25
4 x 5 49¢ ea.—Any 2 for .90
5 x 7 90¢ ea.—Any 2 for 1.75
P. O. Box 46056 Colo. Br. Hollywood 46, California • Dept. DM-4

COLOR FILM DEVELOPING & MOUNTING
22 EXP. ANSCO or EKTACHROME 31.00 per Roll 1 for \$3.75
36 EXP. ANSCO or EKTACHROME 3.85 per Roll 1 for 4.95
20 EXP. KODACHROME \$1.25 per Roll 1 for \$3.45
36 EXP. KODACHROME 1.75 per Roll 1 for 1.95
170 or 420 ANSCO or EKTACHROME \$1.90 per Roll 1 for \$1.50
SLIDE DUPLICATES MOUNTED: 5 for \$1.00 15 for \$2.50
35MM KODACHROME
Factory Fresh—1957 Dated
20 EXP. 36 EXP.
1 ROLL \$7.50 1 ROLL \$11.99
4 for 14.95 2 for 7.49
PRICE INCLUDES DEVELOPING & MOUNTING
Stereo Kodachrome
20 EXP. — 3 ROLLS \$9.99
PRICE INCLUDES DEVELOPING AND STEREO MOUNTING

Here's her photograph
Just as she smiled
Just as she was
As a gay little child.

Now comes a young man
To walk at her side
Here is the picture
Of her as a bride.

Time never turns backwards
Its old charms to give;
In photographs only
Can yesterdays live.*

The press release also recommends that the poem's "special charm be expressed by the right musical background. 'Among My Souvenirs,' for example, would be a reminiscent song to play softly in the background as the poem is read and the photographs shown."

Commercial work, that is, prints marked "commercial," were set aside for a commercial jury, as were photographs sent in by "the masters." These last were to be judged by a jury of their peers; only those who themselves held masters certificates from the P.A. of A. Certificates are awarded to members of the association who are practicing

*© 1929 Edgar A. Guest; written for (and first published by) the P. A. of A. in honor of its fiftieth anniversary.

cameramen who have accumulated a minimum of twenty-five merits, of which not less than thirteen have been awarded for work accepted at the annual conventions.

There are various ways of receiving merits in addition to having one's work shown, such as holding an office, having work sent on traveling loan exhibitions, lecturing at conventions, or instructing at the Winona School of Photography, conducted by the Association.

The jury was not expected to pass on color transparencies, but did have the responsibility of judging prints colored by hand. These, when they weren't pink and complimentary, seemed to fall into what could well be dubbed "the hepatitis school of tinting," which makes everybody look stricken with jaundice.

Now for some conclusions. The work we saw was shackled with technical tricks; the purpose seemed to be to extoll cuteness, the prettiness or emptiness of the subject; and the proficiency of the photographer was judged on his ability to procure a high degree of sweet inanity and monstrous sentimentality.

In the instructions to the jury working on the second day, the spokesman for the association said that the machines were new and that perhaps the jury overlooked some things, particularly as the work was rated lower than it should have

been, and he was sorry we couldn't raise our sights now as we had started rating them too low. Consequently, the jury was then asked to go over the rejects of yesterday and re-judge them.

What standards do you use for judging such an exhibition? From some of the comments made by some of the jury when the judging was over (during the voting we were cautioned several times not to discuss a print, but to set the gauge and press the button), the crux seemed to be that there is no room for originality in portraiture because the customer doesn't want it. One juror said, "A picture has to be pretty, otherwise it has no heart and can't be sold."

Technically there were intelligent comments on every kind of paper, touching up practices, chemicals, and lenses. But aesthetics as a factor of judgment was totally overlooked.

I couldn't help but ask myself as I left the Hilton Hotel in Chicago's muggy ninety degree temperature, whether this enslavement to empty tradition and repetitious sentimentality wouldn't eventually destroy these photographers.

How much longer could anybody be satisfied with these musty, insipid, maudlin pictures, which are about all that is available today to the public when they want their pictures taken in photographic studios?—PETER POLLACK

AT LAST! with the sensational new VISTASCOPE LENS you can take your own — show your own WIDE SCREEN pictures!



Here's What VISTASCOPE Does!



VISTASCOPE LENS

Compare this full width, "human-eye" projection with the ordinary, limited image you get with other lenses.



NORMAL LENS



WIDE ANGLE LENS

Here's How VISTASCOPE Works!

Vistascope is an anamorphic lens which when used on your camera squeezes 50% more image on the film. On the projector, the Vistascope lens creates a distortion-free, wide screen image with amazing depth and reality... actually it "unsqueezes" the picture you took.

8mm VISTASCOPE lens

Only
\$7.50
down

Only One Lens To Buy!

Use Your Own Camera and Projector!

16/35mm VISTASCOPE lens

Only
\$12.50
down

Yes, modern science has finally found the way for everybody, even amateurs to take and show their own Wide-Screen, True-to-Life, full dimension color or black-and-white slides and movies. Thrill yourself and your friends with these amazing effects... get everything into the picture with full-view depth and clarity. Once you use VISTASCOPE, like thousands of satisfied users, you, too, will say that this is the most exciting innovation in the field of photography that you have ever seen.

VISTASCOPE LENS FITS your 8mm MOVIE CAMERAS AND PROJECTORS, 16mm MOVIE CAMERAS AND PROJECTORS, REFLEX CAMERAS WITH 35mm ADAPTERS, AND 35mm CAMERAS (with 65mm or longer focal lengths) AND PROJECTORS.

ANYONE CAN USE VISTASCOPE... put the lens on your camera when you take pictures, put it on the projector when you show slides or movies. You use regular black-and-white or color film developed in the standard way. BUT with VISTASCOPE YOU GET A FULL DIMENSIONAL PICTURE NEVER BEFORE POSSIBLE FOR AMATEURS... NEVER BEFORE OUTSIDE OF THEATERS... A PROJECTION THAT RIVALS "Cinerama", "Todd A-O", "Cinemascope".

CINEMA LENS CO., 277 Broadway, New York, N. Y.

FREE! for limited time only \$15 EXPOSURE METER

If we receive your order for the Vistascope lens before March 15th, we will send you absolutely FREE this great "Compu Light Value" Exposure Meter, complete with case and chain.



TRY VISTASCOPE AT OUR RISK

Send us money back guarantee. Try it for two weeks. If you are not 100% satisfied, return the lens to us with no obligation. We return your down payment with full purchase price.

ORDER YOURS TODAY!

CINEMA LENS CO., 277 Broadway, New York, N. Y. Of course I want to take advantage of your sensational offer. Rush my free \$15 Light Meter and the following:

- ☐ 8mm Vistascope Lens — \$75.00
- ☐ 16mm/35 Vistascope Lens — \$125.00
- ☐ VUPA Adapter Ring for all 35mm slide projectors — \$9.95

Enclosed is down payment (minimum 10%) ☐ Enclosed is completed payment ☐ shipping charges collect.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

I own a _____ camera with _____ lens.

I am employed by _____

Protect Your Transparencies

Esco TYPE-ON MOUNTS

Quality Fibreboard Glass Slide Binders



Boxes of 100 2" x 2" (35mm or Bantam) **\$3.25**

Complete with glass MASKS IN 5 COLORS FOR COLOR CODING BOXES OF 20 80¢

2 3/4 Sq. Reflex, Boxes of 12 . . . \$1.15
Boxes of 50 . . . \$4.45

FIT ALL AUTOMATIC & MANUAL SLIDE CHANGERS

- Preprogrammed
- Lintless
- Dustproof
- Shockproof
- Heavy kraft masks
- Easy "Type-on" titling

NEW JIFFY JIG assures accurate mounting in seconds. Incl. in boxes of 100's & 50's



Prices Slightly Higher in Far West

ERIE SCIENTIFIC CORP.

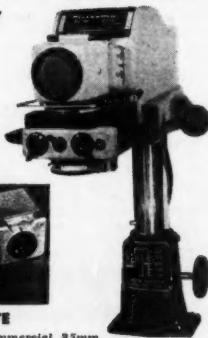
685 Seneca Street Buffalo 10, New York

Durst 35MM

MICROMAT

The World's only
**FULLY AUTO FOCUS
COLOR ENLARGER**

**MICRO COPY
CAMERA
MICRO
FILM
READER**



MICROFILM CASSETTE

Holds up to 30 ft. of commercial 35mm film or 36 exposure cartridges. Film advance is coupled to frame counter.

Cam-coupled automatic focusing. Fitted with individually matched enlarging lenses. Head swivels through 180° for enlarging over 17 diameters. Patented negative carrier masks down to 1" x 1". Adjustable for horizontal and vertical distortion without altering optical axis. Built-in viewing window permits examination of size image field when micro-copying. Knob adjustment on baseboard permits shifting image plane off baseboard without affecting auto-focusing.

No other enlarger on the market today can meet these requirements for precision micro-film, color work and precise black and white enlarging.

Durst Enlargers available in 6 models from 35mm to 3"x7"

HANIMEX (U.S.A.) INC.

150 MARKET ST. SAN FRANCISCO 5, CALIFORNIA



MOVIE FILM

(Continued from page 95)

and time saved between actual shooting and projection.

Black-and-white film is also obtainable in negative stock. A negative film gives you an image similar to the negative made with a still camera. Negative film is used where several prints of a particular film are required. Negative film itself is not used for projection. It is available in 16mm but not 8mm sizes.

Black-and-white films for amateur movie making are panchromatic. They record all colors of the spectrum in corresponding terms of gray.

What is the difference between magazine and spool film?

Movie film is sold in both magazine and spool loads. A magazine is a light-tight box which is slipped into the camera. You are then ready to shoot. Spool film must be threaded through the camera. Eight millimeter film is sold in "double-8" form. Double-8 film is actually 16mm in width. One half of the film width, or 8mm, is exposed the first time the film is run through the camera. The spool or magazine is removed, turned over, and reinserted in the camera. The second half, or the remaining 8mm width, is then exposed. After processing, the film is returned with the two widths split and spliced end to end.

Most 8mm cameras will accept only 25 feet of double-8 film, either in a magazine or on a spool. Magazines for 16mm cameras contain 50 feet of film that is run through the camera only once. Most 16mm spool film cameras employed by amateurs take 100 feet of film that is completely exposed on the first run through the camera.

What are the advantages to using magazine-loaded film?

Magazine film is easily and quickly loaded. Magazines can be changed before the film has been completely exposed. You may be shooting color and decide to switch to black-and-white. You merely take one magazine out and put the other one in its place. Because magazines are light-tight boxes, there is no film lost by inadvertent exposure.

Magazines are more expensive than spool loads. Also, if your magazine was loaded improperly at the factory, or has been bent in use, you may lose the entire magazine of film.

What are the advantages of spool loads?

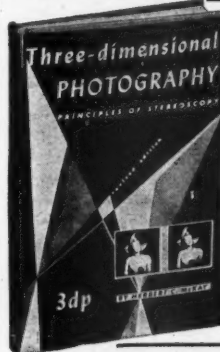
Spool loads are cheaper than magazines. More important to many filmers, they come in bulks of 100 feet or more, while magazines contain only 50 feet of film. In addition many movie makers favor spool-load cameras because they feel the film plane is more accurately

NEW EDITION

The Contax Way, by H. Freytag, New, 5th edition, 1955 printing covering latest models. If you own a Contax you should have this book. Offers a wealth of useful and new information with diagrams, data, and photos. Some in full color. \$4.50

(add 3% for N.Y. City Delivery)
write for photo book catalog

A M P H O T O
33 WEST 60th ST., N.Y. 23, N.Y.



"a MUST for Every SERIOUS STEREO photographer!"

Says Modern's review of the bigger, revised Three Dimensional Photography, by Herbert C. McKay, one of the world's leading experts on the subject. Every phase of stereo, both movie and still, exhaustively and competently covered. \$5.75 Add 3% sales tax for New York City delivery

American Photographic Book Pub. Co., Inc.
33 W. 60th St., N.Y. 23, N.Y.



Learn PHOTOGRAPHY at LESS Cost!

At last, you can prepare for a fascinating, profitable career in photography without usual large investment. New low-cost LEARN-BY-DOING Method trains you at home in your spare time. Earn while you learn! Then, start your own studio or step into an exciting job—or, just get more fun out of "picture-taking". Write for "HOW TO OBTAIN THRILLS AND PROFITS IN PHOTOGRAPHY". It's FREE!

Send For MONEY-MAKING Data

Modern Method Photo Course
Dept. M, 1634 Center Ave., Fort Lee, N. J.

WANTED GUN CAMERAS

Top Prices • Cash Airmailed Immediately
Ship at once

GORDENT, 5361 Auckland Blvd., North Hollywood, Calif.

The First **New** Fully Guaranteed **STEREO** with the \$100,000.00 look

\$69.95 Includes delivery for 3D

STEREO ROYAL

TRULY PORTABLE 8x10 8 INCH

Now 20¢ per foot dealer or write STEREOCRAFT INC., 276 Pearl St., New York 20, N.Y.

FOR YOUR FINEST PRINTS

CESCO TRAYS

PORCELAIN ENAMELED STEEL

CLEAN · WHITE · SMOOTH
COLUMBIAN ENAMELING & STAMPING CO., Inc. • Terre Haute, Ind.

BABY TALK! HOME MOVIES in Sound & Color

WITH THE "CINE-VOICE" 16mm SOUND-ON-FILM CAMERA \$695.00

DADDY!

Write for free illustrated folder...
BERNDT-BACH, Inc.
6918 Romaine St. Hollywood 38, Calif.
16mm SOUND-ON-FILM CAMERAS SINCE 1931

FOR THE BEST "BUY" OR TRADE see or write **Bass** QUALITY CAMERAS SINCE 1910

Bass CAMERA CO.

179 W. MADISON ST., CHICAGO 2, ILL.

JUST A FEW LEFT!

MY EXPERIENCES IN COLOR PHOTOGRAPHY by Dr. Paul Wolff

Outstanding work of the famous Leica specialist, including an unique assembly of 54 full color plates, masterful printing combined with an advanced course in color photography in which Dr. Wolff makes his secret experiences and techniques known to the general public.

Add 3% sales tax for N. Y. City Delivery **\$10.00**

AMERICAN PHOTOGRAPHIC BOOK PUB. CO., INC.
33 West 60th Street New York 23, N. Y.

Print at Home

Cards, Stationery, Advertising, labels, circulars, church work, tags, titles, etc. Basic printing like engraving, too. Save money. Print for Others. Good Profit. Have a homeprintshop. Sold direct from factory only. Easy rules sent. Pays for itself in short time. We supply everything. Write for free catalog of outfits and all details.

KELSEY PRESSES, X-14, Meriden, Conn.

FOR THE FASTEST **COLOR** PROCESSING PRINTING

EKTACHROME, ANSCO & ANSCO CHROME PROCESSING DYE-TRANSFER COLOR PRINTS

ATKINSON COLOR PRINT SERVICE

Write for Prices or Send Film:
7273 Santa Monica Blvd.
Hollywood 4-7531
Hollywood 46, Calif. Dept. M

located. Spool film passes through the camera gate, which keeps it in the proper position. Magazine cameras do not have film gates; they depend on the magazine itself to keep the film in position.

Is film dating important?

Make sure all film that you buy is dated well in advance of the time you intend to use it. Film tends to lose quality if allowed to stand around beyond the manufacturer's expiration date. Buying outdated bargains doesn't pay in the long run.

Why use black-and-white film?

All too many amateurs ignore the possibilities of black-and-white film. This is the film to use under poor lighting conditions or where you are after special effects. Extremely contrasty lighting can make the use of color film impossible. Important too, is the economy factor. Black-and-white film is much cheaper than color. A 100 foot spool of 16mm Super-X costs \$8.10, compared with \$10.40 for color. Both prices include processing charges.

When should you use color film?

Color is most ideally shot where light is evenly distributed and strong. Manufacturers recommend bright sunlight for best results. It doesn't make sense to use color where color isn't present—as with an overall gray building on a sunless day.

What are fast films and slow films?

A fast film is one which is extremely sensitive to light—thus permitting you to take pictures under poor conditions. A slow film is less sensitive to light and requires more illumination. Fast films will have a high exposure index number, while the reverse is true for slow films. An example of a fast film is Eastman Kodak's Tri-X, with an index of 200 daylight. Super-X, a slower film, has an index of 40 daylight. The tungsten, or artificial-light rating of black-and-white film, is lower than the daylight index.

What is latitude?

Film latitude is the amount you can be off in your exposure and still get an image on film under a given set of conditions. Without latitude, every exposure would have to be precisely correct in order to get a picture.

The latitude of color film is much smaller than for black-and-white. Under or overexposure of color film results in poor color rendition.

What is graininess?

Graininess is the pepper-and-salt or snowy appearance of movie film when too large a picture is projected on your screen. All films have graininess to some degree. Fast films usually appear more grainy than slow films. Excessive graininess can be caused by improper development or overdevelopment. Sixteen millimeter film shows less graininess

(Continued on page 134)

Get More PROFIT and PLEASURE from

PHOTOGRAPHY

IMPROVE YOUR SKILL Study at HOME

LAY FOUNDATION FOR A CAREER

Whether you wish to make a career of photography or want to gain additional skill as an amateur, the American School of Photography offers practical basic training which requires only spare time study at home.

With proper aptitude and application, this course should provide you with a fundamental background which may open the door to valuable professional experiences... or add fascination and zest to your hobby.

OLD ESTABLISHED SCHOOL. Backed by years of experience, our training covers every phase of Modern Photography through spare time study at home. Basic photographic principles are taught by inspiring "learn-by-doing" method, step-by-step, under the supervision of a qualified instructor.

GET FREE BOOKLET! Send coupon today for free booklet, "Opportunities in Modern Photography," and full particulars.

AMERICAN SCHOOL OF PHOTOGRAPHY

835 Diversey Pkwy., Dept. 1942, Chicago 14, Ill.

AMERICAN SCHOOL OF PHOTOGRAPHY
835 Diversey Pkwy., Dept. 1942, Chicago 14, Ill.
Please send me without obligation your free booklet, "Opportunities in Modern Photography," and full particulars. No salesman will call.

Name _____
Address _____
City _____ Zone _____ State _____

GRA LAB ALL PURPOSE DARKROOM TIMER MODEL No. 168

Accurate in Seconds and Minutes

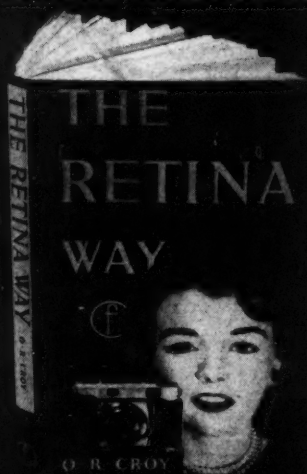
Now you can have all these great features in *one* timer.

- Giant 8" Luminous dial
- Range from 1 second to 60 minutes, in seconds
- **SECONDS** for automatic enlarger switching control
- **MINUTES** for film processing
- Automatic Buzzer Alarm
- Electric Clock Motor for accuracy
- Ideal for color film

See It At Your Photo Dealers' Today!

DIMCO-GRAY COMPANY
DAYTON, OHIO

BACK AGAIN!



"The Retina Way" by O. R. Croy
Brand new edition, 1955 printing of a book that has become the companion for Retina users throughout the world. Every Retina technique and subject will be at your fingertips.

\$4.50

Order from your dealer or

AMPHOTO
American Photographic
Book Publishing Co., Inc.
33 W. 60th St., N. Y. 23, N. Y.

Prevent spoiled pictures
—Get sure-fire flashes!

insist on

MALLORY

Photoflash Cartridges

Get perfect synchronization between shutter and flash! Mallory B-C Flash Cartridges maintain a dependable power output for two full years of regular service. They end your troubles with delayed flashes resulting from weak batteries. There's one to fit your flash gun!



BATTERY DIV., N. TARRYTOWN, N. Y.

P. R. MALLORY & CO. Inc.
MALLORY

MOVIE FILM

(Continued from page 132)

than 8mm when large-screen projection is required. How much graininess can be tolerated in movie film depends on the individual—where he sits when viewing a film, his eyesight, and his general feeling about the contribution of graininess to lack of enjoyment of what he is seeing. If you want a minimum amount of grain, employ a slow, fine-grain film and expose it correctly. If recording the scene is more important than any other consideration and the level of light is low, you can use a faster film.

Why is Kodachrome made in daylight and tungsten type emulsions?

All Kodachrome film is made the same way. Three light-sensitive emulsions are coated on a film base. Daylight Kodachrome has been balanced for the color composition of "average" sunlight. Type A Kodachrome is balanced for the more reddish tungsten light sources. It's best to use daylight film outdoors and tungsten film for indoor lighting conditions. However, Type A can be used interchangeably for both daylight and tungsten filming. When you use Type A in daylight you must use a No. 85 filter for proper color rendition. Daylight film can be used indoors with a Wratten No. 80A filter. However, daylight film indoors loses so much speed that exposure is almost impossible most of the time.

What is Anscochrome?

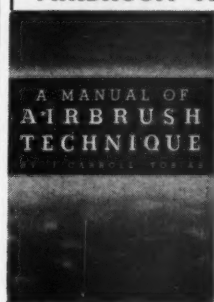
Anscochrome movie film is a relatively fast color film available in only 16mm widths. It has an exposure index of 32 and can be used under poorer light conditions than previous color films. It is made only in a daylight emulsion at the present time but can be used with tungsten light providing you put an Ansco Conversion filter No. 10 over your lens. There is no advantage to using Anscochrome with tungsten light and a conversion filter because the exposure index drops to 6.

Who processes film?

Amateur movie film is sold with processing included in the cost of the film. Some changes are expected in the future. However, you can buy many black-and-white movie film right now without processing charges. Several independent laboratories handle amateur black-and-white film. An advantage to independent processing is that you can advise the lab on any departure from normal exposure. Some compensation may be possible in processing and you'll often save footage that might have been lost. Working with a lab is also helpful when trying for special effects.

How do you check film operation in the camera?

A MANUAL OF AIRBRUSH TECHNIQUE



The alert photographer who will take the time to study the use of the airbrush and master the technique of handling it can turn this knowledge to real value in delivering work of higher caliber than any competitor. The versatility of the airbrush, with instructions of Tobias to follow, will enable anyone with artistic bent to master the instrument. You learn the rudiments of art, how to lay tints, make lines, do photographic retouching and coloring. 176 pages. Illustrated. 6x9. cloth bound. \$3.50. Rush your order to

American Photographic Book Pub. Co. Inc.
33 W. 60th St. New York 23, N. Y.
(Add 3% sales tax for New York City delivery)

FIRST AID FOR MOVIES

Having trouble making good movies? Want to learn how? Here's everything you need to know to produce prize-winners!

- 498 HOW TO PLAN A HOME MOVIE SCRIPT**, by O. Blakeston. How to string film shots into a screen story that flows.
- 489 HOW TO ACT FOR HOME MOVIES**, by T. Rose and M. Benson. Covers timing, speech, character interpretation, etc.
- 493 HOW TO MAKE HOME MOVIES**, by G. Wain. Complete instructions.
- 491 HOW TO DIRECT YOUR OWN MOVIES**, by T. Rose. Selecting the subject, casting, organizing, etc.
- 499 HOW TO TITLE YOUR OWN MOVIES**, by L. F. Minter. Lettering, backgrounds, borders, special effects, animated titles.
- 492 HOW TO EDIT YOUR OWN MOVIES**, by H. Baddeley. Splicing fades, dissolves, detailed editing, sound.
- 736 HOW TO MAKE VACATION MOVIES**, by H. Baddeley.
- 355 HOW TO MAKE GOOD COLOR MOVIES**, by C. L. Thomson. Color films, their characteristics, and how to handle.
- 61 HOW TO DO HOME MOVIE TRICKS**, by J. Counter. Dozens of ways to work camera magic and excite your audience.
- 734 HOW TO ADD SOUND TO YOUR HOME MOVIES**, by D. M. Neale.
- 490 HOW TO MAKE MOVIE CARTOONS**, by J. Helas and R. Privett. From script to screen, including materials, characters and script.
- 737 HOW TO MAKE 8-MM MOVIES**, by N. Bau. **\$1.75 ea.**

HOW TO GET THESE BOOKS: Check the titles you want above. Fill out your name and address below, tear out this ad and take it to your local camera store. Your dealer will be happy to order these books for fast delivery if he does not have them in stock. If you happen to live in an area without a camera store nearby, you can order these books direct from us. Check the titles you want. Fill out your name and address and amount inclosed, and mail with check or money order to the address below.

AMPHOTO.
33 West 60th St., New York 23, N. Y.
Amount inclosed: \$-----
Name -----
Address -----
City ----- Zone ----- State -----
PLEASE NOTE: All orders are shipped postpaid. No C.O.D. Add 3% sales tax for all orders to be sent to New York City. Add 10% for delivery outside U. S. A. except APO numbers. Allow approximately 10 days for delivery. Books may be returned within 5 days for refund.

WHILE THEY LAST

Savings of 50% and more on these Photo Books:

	Was	Now
Shell I Wet My Lips, Adams	2.50	1.50
Photographic Emulsion Technique	4.75	2.25
Photographic Enlarging by Jordan	3.50	1.75
Photographic Facts and Formulas	4.00	2.00
Children Before My Camera	3.50	1.75
British Journal Almanac, 1954	2.50	1.50
Photograms of the Year, 1952	2.50	1.00
Color Harmony Spectrum, by Heart	2.50	1.00
American Annual of Photog. 1951	3.00	1.00
Making Effective Photographs, by L. W. Standish	4.95	3.00
Masterpieces from Amer. Annual	1.50	.50
Seaside Snaps	.75	.35
Zoo School, by M. Mooney, Jr.	.50	.25
Electron Optics, by Hatachek	3.50	2.00
Practical Stereo Photog., by Dalsell	5.00	3.00
Better Prints (A Camerette)	3.50	2.50
Coping Technique, by Wright	2.00	1.50
Manual Airbrush Technique, Tobias	3.50	2.00
Photographing People	4.50	2.75
Practical Ph. Chemistry	4.75	2.50

AMPHOTO

33 W. 60th New York 23, N. Y.
(Add 3% sales tax for New York City delivery)



the amazing DEVELO-TELL

Listing 29 common developers and 38 widely used films; this data calculator gives you the same information you would get from 8,360 actual gamma curves or 130,000 development time listings! Send \$1.00.

American Photographic Book Pub. Co., Inc.
33 W. 60th St., New York 23, N. Y.

Model Release Forms REQUIRED BY MOST EDITORS 25¢ for a pad of 25 Limit 4 pads to each.

No stamps, please

Modern Photography, 33 W. 60th St., N.Y. 23, N.Y.

YOU CAN BE A TV CAMERAMAN



Send for FREE
Booklet P-11

APPROVED
FOR VETS

It's a short step from the nationally-known Television Workshop to a good-paying job in television. Work with the finest RCA cameras and video equipment in station-size studios, under the instruction of network experts. Graduates now working at leading TV stations throughout the nation. Previous experience unnecessary. Free placement service.

Day or Evening Classes



WORKSHOP

1780 Broadway, New York 19, N. Y. PLaza 7-3721

STUDY PHOTOGRAPHY

COMMERCIAL • PORTRAIT • ILLUSTRATIVE

Finest professional instruction and equipment. Co-educational. Living accommodations secured for men. Attractive dormitory for girls. Training under G.I. Bill 550. Entrance 1st Monday each month. WRITE OFFICE OF REGISTRAR, ROOM 342.

RAY-VOGUE

750 North Michigan Ave., Chicago 11

KALIMAR PRESET LENSES

For Exakta, Praktiflex, Praktica, Pentacore, Leica, C mounts. Can be preset between stops for exact color work. Interchangeable mounts.

See Your Dealer • Write for Literature
100mm f2.8, \$69.95 180mm f5.5, \$ 79.95
135mm f3.5, \$74.95 250mm f5.5, \$124.50
85mm f2, \$124.50

AREL INC., 4916 Shaw, St. Louis, Mo.

This can be one of the most important items in the proper use of film. A camera that isn't working right is going to botch up the best movie you ever thought about. Make sure your shutter is working properly. You can have it checked by a repairman. Another way to make sure things are functioning properly is to check the rate of film movement through the camera.

Eight millimeter film, at 16 frames per second (fps), is consumed at about one foot every five seconds. At 24 fps you use 1½ feet every five seconds. Two feet of 16mm film are used every five seconds at 16 fps. At 24 fps 16mm cameras eat up three feet every five seconds. Use your leader to check film consumption. Insert leader and set the footage dial for your camera at 0. Let the camera run for 10 seconds. This is long enough to provide a good test.

Should you use double or single sprocket film?

Most movie amateurs use double sprocket film. Unless you intend to put a soundtrack on your film, single sprocket stock serves no purpose. Magnetic sound can also be striped on double sprocket film with only slight loss in sound fidelity.

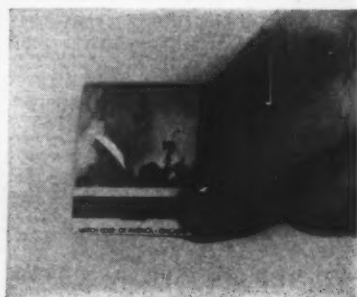
What care does stored film require?

Raw film should be stored in a cool, dry place when not in use. Never subject a loaded camera to unnecessary heat. Keep camera, film, and any other equipment out of the glove compartment of your car. Get exposed film to the processor as soon as possible. Exposed film tends to lose some of its speed if allowed to stand around too long after shooting.

Processed film should be stored in a cool, dry spot. Avoid handling of film itself. Smudges, or other dirt show up in projection.—DAVID S. GREEN

HOW TO DO IT

Attractive photo book matches can be easily made—without the bother of stapling, etc.—by printing on 1½"x4"



strips of ad-type contact paper and attaching the prints to the covers of the matches with rubber cement. Ad-type paper, which is coated on lightweight stock and folds without cracking, is particularly suitable for making book matches of this type.—John J. Rea

SUN RAY

\$47.50
and
\$87.50
WITH LENS



At your Dealer
or write for
illustrated
literature

SUN RAY
PHOTO CO., INC.
361 LAFAYETTE STREET
NEW YORK, N. Y.

America's
Best
Enlarger
Buy

ARE YOU GOING TO MEXICO?

Then be sure to take with you a copy of "Photographing Mexico," by Cecil B. Atwater, veteran traveler, noted photographer, and regular visitor to that delightful country for many years. Spots missed by the average tourist are covered in this unique book you need to make your trip a success. Send \$3.50 to (add 3% sales tax for N. Y. C. delivery)

AMERICAN PHOTOGRAPHIC BOOK PUB. CO., INC.

33 W. 60th St. New York 23, N. Y.

STEREO DAPTOR

358 SUTTER SAN FRANCISCO

For single frame projection of Realist, Revere, etc., cardboard or glass mounted STEREO slides thru all popular 35mm projectors.

STEREO-DAPTOR stereo slide carrier for your 35mm projector (specify make, Argus, Goldie, TDC, etc.) \$3.00

SEE YOUR DEALER OR WRITE

Sale from famous FOTO GUIDE series

These world famous guides are the best, lowest priced booklets on the subject. They are illustrated and compact.

ALL ABOUT Architecture Making Enlargements
Composition One Lamp Only
Daylight-Indoors The Second Lamp

50¢ ea. Any 3 for \$1.00

AM-PHOTO, 33 W. 60th, New York 23, N. Y.

MAIL IN YOUR KODACHROME

- Save Days Going and Coming
- Save Yourself Double Trouble
- and Save Money, Too \$1.25

Yes, you can continue to enjoy all the advantages of having your Kodachrome processed by mail—and save money as well as time. Drop your film in any mailbox... it comes direct to us... and your mounted transparencies are rushed back direct to you. No parking, no walking to take it in or pick it up, no waiting, no delays. And a 20-exposure roll, in heat-sealed cardboard mounts, is only \$1.25 prepaid. Prices for other lengths and stereo pairs correspondingly low.

For your initial supply of FREE MAILING BAGS, complete color and black-and-white price list, together with our COUPON DISCOUNT PLAN for even greater savings, send in the coupon below.

SEND FOR FREE MAILING BAGS

ROCHESTER LABORATORY
Rochester 1, N. Y. (Dept. M-2)

NAME

STREET

CITY

ZONE STATE

PHOTO MART . . .



Unusual Color Titles

Put ZIP into your shows. Delight your friends with a humorous "professional" touch. For real showmanship, introduce these titles at the right time and wait for the raves. Different—cleverly designed 2 x 2 color slide titles—using pretty Hollywood models. ACT NOW—Set of 4-\$1.50. Free Catalog and sample slide title—Send 25c to cover mailing.

HOLLYWOOD SPECIALTY PRODUCTS

4253 Hollywood Blvd., Suite 1028
Dept. M2, Hollywood 28, Calif.

P&J COLOR PRINTS

8x10-\$1.50 ea.

From 1/2 35mm to 4x5 Trans.
COLOR FILM PROCESSING

Anaco, Anscochrome, Ektachrome
20 exposure (mounted) \$100
35mm (120-620)
35mm Slide Duplicating 25c ea. Mt. Roll
Minimum Order \$2.00. No C.O.D.

P & J COLOR PRINTS

P.O. Box 46125 • Dept. M • Los Angeles, California

POCKET TITLER FOR ALL 8mm CAMERAS

Easel Snaps
Flat For Easy
Carrying
List Price
\$9.95

1001 NOVEL and TRICK EFFECTS

This new Mansfield 8mm Pocket Titler enables you to make your titles "on the spot" while making your movies. No splicing or special set-up. Make Revolving Titles, Flip Up Titles, Wipe Titles, Dramatic Titles. Unexcelled for close-ups. Easy to attach, easy to carry. Complete with close-up lens, title cards. 3 models to fit all 8mm cameras.

If dealer can't supply, write direct to:
MANSFIELD INDUSTRIES, INC., DEPT. PT
1227 Loyola Ave. Chicago 26, Illinois

5 COLOR PRINTS

2 1/4 x 3 1/4 5 for \$1.00
3 1/4 x 4 1/2 5 for \$2.00
5 x 7 5 for \$4.00

From all size transparencies.
Our improved color process gives you the best color prints possible. Guaranteed Quality!

Fast Service
Send film or write for information on complete color service

MULTI-COLOR COMPANY

De HYPO PRINT WASHER

Efficiency Plus for
Sink or Bathtub
Nothing to Rust or Break
Professional Results
Only \$2
At Better Dealers Everywhere
A. J. GANZ CO.
Los Angeles 36, Calif.

NEW! Color LURE LUMIFRAME

4" x 5" - \$ 4.95
5" x 7" - 7.95
8" x 10" - 10.95

ADD 35c FOR POSTAGE & HANDLING

SEND YOUR FAVORITE COLOR TRANSPARENCY

WE WILL MAKE AN ENLARGED COLOR-FILM MOUNT IT IN THIS ATTRACTIVE FRAME. RETURN ORIGINAL (UN-ALTERED) AND THE NEW LUMIFRAME READY TO PLUG IN!
COLOR-LURE 6743 S. Western; Chicago, Ill.
Not available at your dealer; Send us his name.

Hollywood STAINLESS STEEL Splicers

AUTOMAT

only
\$7.95

(Free descriptive literature on request)

10 day money back guarantee order at your local camera store or

SCHOEN PRODUCTS
15029 S. Figueroa, GARDENA, CALIF.

AT LAST! A Quick-Release Clamp for Tripod and Camera

No more fumbling! No slow threading!
No scratching of camera finish!
One part fits into camera—one part remains on tripod or pan-head.

YOUR CAMERA CLAMPS TO TRIPOD INSTANTLY

Rigid—won't jiggle or wobble
Perfect for movie makers—still photographers—every tripod owner—every two-camera owner.

Order now on ten-day money-back trial. **THE FAST CLAMP** only \$3.00 postpaid

Send check or M.O. for prepaid shipment
HARTMAN ENGINEERING, Springfield 8, Mass.

BUY YOUR ROLLEI ON EASIEST TERMS!

100% down payment, 15 months to pay balance, no charge for credit. Rollei Leica V (\$149.50)—\$14.50 down, \$9 per month. Rollei Leica Xenar (\$234.50)—\$23.50 down, \$14.07 per month. Rollei Leica Tessar (\$249.50)—\$24.50 down, \$15 per month. Rollei Leica 2.8D (\$309.50)—\$30.95 down, \$18.60 per month. Latest models with light value shutter, ever-ready case included. Literature sent upon request.

WAHL ARMS CO., MP-42, Bogota, N. J.

TRAYS & MAGAZINES

to fit automatic Projectors and Changers
REVERE 552, 555, 888 6 for \$ 5.50
AIRQUIPT-ARGUS 6 for 10.00
TDC 6 for \$3.75; 12 for 7.00

Carry cases for trays at special low price. All prices include postage within U. S.

FREE 32 page CATALOG with all orders or send 25c . . . you may save \$25.00

FOTO VIEW 323 W. 42nd St. NYC 36, N.Y.

COLOR SLIDE DUPLICATING

35mm Mounted **20c EACH**

Finest quality, sharpest reproduction.
One of the West's oldest color slide duplicators.

24 Hour Color Film Processing
Anaco, Anscochrome, Ektachrome

QUALITY COLOR PRINTING ALSO AVAILABLE
STEDCO PHOTO
7610 Melrose Ave., Dept. M, Los Angeles 46, WE 6-0658.

4x5 COLOR PRINTS 50¢

COLOR FILM PROCESSING
Anaco, Anscochrome
Ektachrome

20 Exp. 35mm Mounted, Roll \$1.00
120, 620, Roll \$1.00
Slide Duplicating 25c ea.

Color Prints
2 1/4 x 3 1/4 25c
3 1/4 x 4 1/2 45c
5x7 1.00
8x10 2.00
11x14 5.00
16x20 12.25

Minimum Order \$1.50
No C.O.D.

CANYON COLOR CO.
BOX 36536 LOS ANGELES 36, CALIF.

Set of 6 Swiss PRECISION SCREWDRIVERS

at a NEW LOW PRICE **\$125** ppd.

Perfect for jewelers, watchmakers, hobbyists, etc. SIX DIFFERENT SIZES:

No. 3 No. 6
No. 4 No. 8
No. 5 No. 10

Knurled body grip assures easy identification and handling. Finest steel and craftsmanship. A Can't-be-beat value from Switzerland. Send Check or M.O. C.O.D. fee extra. Money Back Guarantee.

SCOTT-MITCHELL HOUSE, INC.
Dept. MP-1, 611 Broadway, New York 12, N. Y.

REVOLUTIONARY 100 2X COLOR ENLARGEMENTS FROM 35MM

—with SELF-STICKING BACK

Beautiful lithographed color. Wonderful for Thank You notes, Personalized Stationery, Wedding and Birth Announcements, Greeting Cards, unlimited commercial uses. Send 10¢ for samples and full facts.

ALSO, earn hundreds of dollars with your 35mm camera. Ask about "Agents Plan."

POLYPIX DEPT. MP
723 S. Wells St.
Chicago 7, Ill.

WALLET 2 1/4 x 3 1/4 COLOR PRINTS 25c ea.

All Orders Shipped 1st Class Mail

COLOR PRINTS **COLOR PROCESSING**

3 1/4 x 4 1/2 30c Anacochrome
4 x 5 75c Anaco & Ektachrome
5 x 7 90c
8 x 10 2.00 (20 exp.) mounted 1.00 ROLL
11 x 14 4.00 COLOR SLIDE
16 x 20 12.50 DUPLICATING 25c ea.

PREMIER COLOR COMPANY
Box 46176—Dept. M Los Angeles 46, Calif.

10 Color Slides \$1

Grand Canyon National Park

Words cannot describe the beauties of Grand Canyon. One of the wonders of the world. 10 exciting color slides and latest issue of the SLIDE NEWS for \$1.00 prepaid.

SLIDE CO., BOX 1031, CANTON, OHIO

Automatic Daylight Developing Tank

Processes up to 200 FT.
8mm-16mm-35mm
Maverick-X-Ray-Microfilm
Motor Driven—Portable
Tough plastic tanks
Uniform Density Assured
70mm tank also available
Guaranteed

Write for Free Literature. Dept. M
467 South Ave.
Micro Record Corp. Dancon, N. Y.

PHOTO MART

UNEEDA Auxiliary Lense Sets



Fits Most Cameras...Argus C3-C4, Bantam Bealey, Contaflex, Contessa, Edina, Edixa, Kodak J5, Mercury, Retina, Signet, and Vito.

DAVID SPECIALTY COMPANY
212 WEST HUBBARD STREET
CHICAGO 10, ILLINOIS

BOLSEY FADER



Conway's Special of the Month. Creates variety of effects on movie film. Fade-in, fade-out, overlap, lap dissolve, 64 basic combinations. Automatic. Fits most every movie camera. List price \$22.50.

Save 40%. Sale Price... **\$13.50**

Conway CAMERA CO.

4 Famous Stores for Fine Cameras
34 N. Clark Street Chicago 2, Illinois

Here's How

To Continue Getting The Highest Quality Kodachrome Color

Kodachrome

PROCESSED BY KODAK'S SPECIALISTS

Why risk inferior results? Use Fascolor Service. We're located in Rochester. Kodachrome film is processed for us by Eastman Kodak Laboratories. Fast return by first class mail postpaid.
20 Exp. Kodachrome Processing & Mounting \$1.50
20 Exp. Kodachrome Film (Packed by Kodak) 1.85

Send for list of other finer color services and special offers. Dept. KC

FASCOLOR SERVICE CO.
Box 86, Rochester 1, N. Y.

EDWAL PLATINUM TONE

The developer for Varigam. Gives tones like the old time platinum prints.

Use it for all films and papers.

EDWAL

420 W. 111th St. Chicago, Ill.

SAVE ON	KODAK-ANSKO-McGREGOR	
FRESH MOVIE FILM (Processing Incl.)	Koda- chrome	McGregor Tri-X ASA 50
8mm x 25' dble roll	\$3.00	\$2.40 \$1.95 \$1.10*
8mm x 25' dble mag.	\$3.70	-----
16mm x 50' mag.	\$5.60	-----
16mm x 100' roll	\$8.30	\$5.95 \$3.95 \$2.75*
* Buy six - Get one FREE		
KODACHROME (E.K. Proc. Incl.)		
8mm x 25' dble roll (camera spooled from bulk)	\$1.28 ea.	3 for \$ 3.95
16mm x 100' roll	\$5.75 ea.	3 for \$16.75
16mm x 100' roll O.D.	\$3.50 ea.	3 for \$10.00
35 x 20 exp.	\$1.85 ea.	3 for \$ 4.95
35 x 36 exp.	\$2.75 ea.	3 for \$ 7.50
KODACHROME ASA 40		
8mm x 25' dble roll	\$1.28 ea.	3 for \$ 3.95
16mm x 100' roll	\$4.75 ea.	3 for \$13.25
35mm x 20 exp. (Proc'd)	\$1.50 ea.	3 for \$ 3.95
120 & 620	75 ea.	6 for \$ 3.80
ANSKO COLOR (Ansko Proc. Incl.)		
8mm x 25' dble roll (camera spooled from bulk)	\$1.28 ea.	3 for \$16.75
Black and White Movie Film Processing Service		
8mm x 25' dble.	\$5.55 ea.	16mm x 100' \$1.00 ea.
Please include postage with order.		
FIRM SERVICE CO., 114(B) E. Pine St., Long Beach, N.Y.		

8/16 EASTMAN TRI-X REVERSAL FILM

In Bulk or With Processing Included
ASA 250-500 for indoor movie-making. (25% faster for outdoors.) Fine grain, wide latitude, good contrast.

FREE PROCESSING INCLUDED

25 ft. 8/16mm on camera spool	\$2.75*
100 ft. 16mm on camera spool	6.75*
50 ft. 16mm magazine	3.85*
100 ft. 8/16mm on Bolex camera spool	7.25*

LABORATORY SERVICES

We will process Tri-X Reversal Film for \$2.50 per 100 ft.—(Postage Extra)—24 hour service.

* Postage Extra

Order Now! Satisfaction Guaranteed!
Write for FREE catalog on home processing equipment, bulk film and other Superior movie-making bargains.

SUPERIOR BULK FILM COMPANY

Dept. 2-MP, 442-450 N. Wells St., Chicago 10, Ill.

Finest COLOR PRINTS Lowest Prices in the EAST!

Prices are for one or any number of different film:
5 for \$1.00.....2 1/4" x 3 1/4"
5 for \$2.00.....3 1/4" x 4 1/2"
5 for \$4.00.....5" x 7"

Our modern laboratory has the latest equipment that guarantees the finest, brilliant color print transparencies. Try us... we guarantee satisfaction. FAST SERVICE.

Send film or inquire about our complete color service.

Cardinal COLOR

P.O. Box 125, West Albany, New York

MONEY SAVING VALUES

KODACHROME	ANSKO COLOR
Guaranteed Fresh (Proc. Incl.)	16mm x 100' (cut from bulk) Proc. Incl.
8mm x 25' dble roll...2.88 ea.	16mm x 100' Mag...\$5.95 ea.
16mm x 100' Mag...3.85 ea.	
16mm x 100' Roll...\$5.95 ea.	

8MM/16MM COMEDIES, CARTOONS, SPORTS, MUSICALS, SOUND, SILENT
NEW { 16MM 200' Subl. ...3.20 ea. Send for list of features.
16MM 400' Silent...3.85 ea.
16MM 400' Sound...7.95 ea.

LENSES	PROJECTION LAMPS
1 1/2" F 1.9 Tel.22.25 ea.	750 W 1.95 ea.
6.5MM F 1.9 W.26.60 ea.	1000 W 3.95 ea.
7MM 2.5 1-Comb. set...38.95 per set	

ZENITH

Movie Supply Co., Inc.
308 W. 44th St., N.Y. 36, N.Y.
Est. 27 yrs. same location
Incl. Postage all orders.

Sunset COLOR LAB COLOR PRINTS

5x7 COLOR PRINTS 85c (from 35mm only)

Color Prints from 1/2 35mm to 4 x 5 Trans.	
2 1/2 x 3 1/4	25c
3 1/4 x 4 1/2	50c
4 x 5	\$1.00
4 x 10	\$2.00
10 x 20	\$12.50
Color Slide Duplicating	25c

SUNSET COLOR LAB
Box 46415, Dept. M - Los Angeles 46

11x14 COLOR PRINTS \$4.75 ea.

COLOR FILM PROCESSING

Ansoo • Ansochrome Ektachrome
35mm, 20 exp. \$1.00
mid. Roll\$1.00
120-620\$1.00
Slide Duplicating 25c ea.

Color Prints

2 1/4 x 3 1/4	25c
3 1/4 x 4 1/2	50c
4 x 5	60c
5 x 7	85c
8 x 10	\$1.75
16 x 20	\$12.00
minimum order	\$1.90
No C.O.D.	

VALLEY COLOR LAB
Box 38538, Dept. M, Los Angeles 38, Calif.

SENT ON APPROVAL!

WORLDWIDE KODACHROME SLIDES

In 2 x 2 (35 mm) and Stereo (3-D)

UNSURPASSED KODACHROMES to complete your collection. Louvre, St. Peter's interiors, etc., Paris night life. Over 4,000 slides and 1,200 stereos from 57 countries. You name it—we have it. Send 25c (applies on first order) for 46-page, 4-color catalog of 25 mm slides. Stereo catalog free.

Ernest M. Wolfe



Sample the Glamour of Stereo! Get this FREE 3-D Deal!

FREE! Stereo Slide

FREE! Catalog of Stereo viewers cameras, slides, lens, etc.
FREE! Your Stereo questions Answered

STEREO SPECIALISTS
Box 952, Dept. 9
Church St. Sta., N. Y. 7, N. Y.



AMAZING PERFORMANCE! 1000mm 16.3 ASTRAGON TELE LENS

German made. For all 35mm x 2 1/4" & 2 1/2" single lens reflex cameras. 16mm & 35mm movie. Leica & Contax with reflex housing. Available also in 400mm to 800mm. Write for leaflet, details.

Prices start at a low **\$149.50**

For 1000mm 16.3 List \$1075.00\$85.00
TIME PAYMENTS ARRANGED
Dept. M-2, 561 E. Tremont Avenue, New York 57, N. Y.

PHOTOMART . . .

LOW PRICES!

COLOR PRINTS 20¢

2 1/4 x 3 1/4...25¢ (ANY TEN 20¢ EACH). SQUARE
120-620 FILM WILL BE MADE 2 1/4 x 2 1/4.
3 x 4...40¢ 5 x 7...\$1.25
4 x 5...60¢ 8 x 10...2.00

24 HR. FILM DEVELOPING \$1.00
ANSICO OR EKTACHROME SIZES
35mm (IN SLIDE MOUNTS). B2 OR
120, P820 OR 620.
MINIMUM ORDER \$1.00. INCLUDE POSTAGE.

WASHINGTON COLOR PHOTO
P.O. BOX 1605 • WASHINGTON 13, D.C.

NEW "LITE-TITE" DARKROOM VENTILATOR

Clears the average darkroom in approx. 2 minutes. Gives year around comfort. Fits onto any wall in minutes—plug into any 110V AC outlet. Precision built motor has self oiling bearings. Eight inch 5 blade yander balanced fan is whisper quiet. Finished with handsome brown wrinkled enamel and aluminum trim. 12" diam. 6 1/2" thick, 9 lbs. in weight. Specially baffled inside to keep light out of darkroom. Unconditionally guaranteed. See your dealer or buy direct for low price of \$18.50 postpaid. Send Money order or check to

STRATFIELD COMPANY
404 Grand St., Bridgeport, Conn.

Movie * DUPLICATES

is from your films

KODACHROME COLOR or BLACK & WHITE

Protect your valuable originals from projector damage and wear, run duplicate prints. Duplicate prints make wonderful gifts.

8mm or 16mm... Duplicates... 11¢ per ft.
8mm Enlarged to 16mm, or 16mm Reduced to 8mm... 14¢ per finished foot

* Mail us your original films with cash, check or money order, and we guarantee the BEST duplicates possible. QUICK SERVICE, TOP VALUE, SATISFACTION. Minimum Order \$3.00.

Hollywood MOVIE LABS, Dept. M
12522 Ventura Blvd. Studio City, California

MAKE YOUR MOVIES COMPLETE with 'MAJOR' PRODUCTION AIDS!

The **FINEST** Complete Library of Recorded Sound for Your Movies!

MOOD MUSIC • TITLE MUSIC • BRIDGE MUSIC
SOUND EFFECTS • OPENINGS & CLOSINGS

suitable for
Bell & Howell 202 Victor Magnasound
Calvin Movie Mite Sound 8 RCA 400
Ampro Magnetic Optical 477

All High Fidelity Recordings With Excellent Definition
SEND FOR FREE CATALOGUE plus TIPS ON TURNTABLES

THOMAS J. VALENTINO, INC. Dept. MP
150 West 46th St., New York 36, N. Y.

Attention 8mm Fans! MELTON POCKET MOVIE VIEWER

Views up to 50 feet of 8mm movie film without screen or projector.

Buy MELTON VIEWERS at photographic stores or order direct... sent postpaid, cash with order.

MELTON INDUSTRIES
211 Arena St. • El Segundo, Calif.

Stuck! pop it on

WITH **POPPET**

the automatic clog-proof rubber cement **DISPENSING PEN**
5,000 dots without refilling

Pop a dot of cement on 4 corners and your photo is stuck—forever.

IDEAL FOR PHOTOS
Satisfaction or money back guaranteed.

Available at your dealer or order from:
POPPET CORP.
6707 P.H. Highway, Suite North, Bergen, N.J.

ALL CLOSE-UP AND TABLE TOP WORK IS FUN, AND EASY

CAL-CAM FOCUS GUIDE

Works on all 35mm & Bantam cameras using a 2+ or 3+ Fortia lens. Not only measures lens to subject distance, but frames subject just as you want it in the picture. Light weight, all metal, fully adjustable. Eliminates all guesswork—parallel trouble. No need to squint through viewfinder. Send make of camera.

U. S. Postage paid, if cash with order. C.O.D. charges added. Calif. orders add 3% sales tax.

CAL-CAM — Dept. M12
1544 N. Grand Oaks Ave., Pasadena 7, Calif.

ALL 22 COLOR CONTROL FILTERS IN THE PALM OF YOUR HAND.. ONLY \$8.95

Smaller and lighter than any Color Master or Attachment so as to be easily carried together, the Color Control Filter Disc Set insures having a filter when needed for every type of color film and every photographic light situation. A short accompanying each set shows exactly when each disc is needed.

The Gelatone (gel coated acetate) Discs are lacquered for more protection. Each Set consists of 22 Gelatone Correction Filter Discs, a pair of tweezers, a Gelatone Disc Holder with two glass supports to fit any Series V, VI, VII Filter Adapter.

Buy at your local camera store or sent postpaid cash with order.

HARRISON & HARRISON
6363 Santa Monica Boulevard, Hollywood 38, California

8 X 10 COLOR PRINTS \$2.00

All Orders Returned 1st Class

ANSICO COLOR & EKTACHROME ROLLS PROCESSED 120, 620, AND 35MM (MFD.) \$1.00. 35MM DUPLICATES, 20¢ EA.

NO C.O.D.'S—MINIMUM ORDER \$1.00
Le-PRICE COLOR PRINTS

2 1/4 x 3 1/4...30¢ 3 x 4...40¢ 5 x 7...\$1.25
4 x 5...40¢ 8 x 10...\$2.00

ACME COLOR PHOTO LAB.
Box 6025-M, Minneapolis, Minnesota

"THE PROFESSIONAL FINISH" —EXCLUSIVE FINE GRAIN—

WIDEST CHOICE 35 M & ROLL FILM • BLACK & WHITE & SERVICES • COLOR

FREE Price List & Mailers

AMATEUR PHOTOGRAPHIC SERVICES INC.
126 W. 46th St., New York 36, N. Y., Dept. M

NOW... COLOR PRINTS AT LOWEST PRICES!

2 1/4 x 3 1/4...25¢ 5 x 7...1.00
3 x 4...40¢ 8 x 10...2.00
4 x 5...50¢

Duplicate Transparencies...25¢

Anso & Ektachrome processing...per roll 100 (Including the new high speed Ansochrome & Ektachrome)

FAST QUALITY SERVICE
A Trial Will Convince You

ROYALE COLOR LAB
P.O. BOX 43, GLEN OAKS BR., Dept. M-2
FLORAL PARK, NEW YORK

Special HOME MOVIE Offer! 800' USED SOUND MUSICALS \$5

18 100' Subjects—Sold on Money Back Guarantee! Thousands of titles in 8mm, 16mm, and Sound Movies at Dealer's Prices. Many Exclusive Offerings. Also bargains in Projectors, Screens, Lenses, Cameras etc. Send for Free Big Catalog.

IMPERIAL ENTERPRISE, INC.
34 Park Row, Dept. DM, New York 38, N. Y.

FLASHBULBS 35% Off

Bulb #	CASE QTY.	LIST	YOU PAY
#5	120	15.90	10.14
#8M	120	16.80	10.92
#11	120	20.40	13.26

All bulbs guaranteed at two for one. 35% off in case quantities. Shipped prepaid. Send check or money order only.

MERIT PHOTO SHOP
550-8th Ave. N. Y. 18, N. Y.

35mm Developing

NOT DOLLAR PRODUCTION... SPECIAL ATTENTION EACH NEGATIVE!

Films fine grain developed, vaporized to prevent scratching. Enlarged to 3 1/4 x 4 1/2, 35 exp., glossy paper \$1.50. Double weight portrait paper \$2.25. 20 exp. roll glossy \$1.10—1 Day Service. New film, 36 exp. 60s. 20 exp. 40s. Write for Free Mailers!

MINICAM PHOTO LABS, LACROSSE 20, WISCONSIN

SEE-SHARP FOCUSING DEVICE FOR ENLARGERS

Makes easel image brighter
Magnifies the "un-sharpness"
Makes critical focusing easy
\$2.50; Money back guarantee Or, through your dealer

Cargille Scientific Inc.
117 Liberty St., New York 6, N. Y.

LUTES 35mm FILM CUTTER

WITH AUTOMATIC FILM ADVANCE

ASK YOUR DEALER TO SHOW YOU OR WRITE FOR FREE FOLDER

RICHARD MFG. CO. 5914 NO. NOBEL VAN NUYS, CALIF.

ANSICOCHROME HEADQUARTERS

35mm (20 Exp.) Factory Notched Film only **99¢**

Anso & Ektachrome 120, 620, 35mm (20 Exp.) Developed & Mounted only **75¢**

INCLUDE 6¢ FOR POSTAGE & INS. RA. ROLL

FULTON CAMERA EXCHANGE
148 FULTON STREET NEW YORK 38, N. Y. Dept. M

PHOTO MART . . .

COLOR PRINTS

From Your Color Films

KODACHROME - ANSCOCHROME
EKTACHROME - ANSCO COLOR

4x5 5x7 8x10
50c \$1.00 \$2.00

DUPLICATE 35 mm slides, 25c

25¢
2 1/4 x 3 1/4

Send for complete price list
Minimum Order \$1
No C.O.D.'s please

AUTHORIZED ANSCO COLOR LABORATORY
COLORFAX LABORATORIES
1140-M Bonifant St., Silver Spring, Maryland

NEW! UNIVERSAL PHOTO LETTERING SET ONLY \$2.95



The most unique year-round title set in the land! Ideal for 8 and 16mm movies, for slides, and for snapshots (let your stills include a title as you snap your picture). For outdoor & indoor titling—color & black and white. 175 plastic letters. White & transparent (3x1) backgrounds. At your dealer's or send to:

Stanley Plastic Products
Box 14422 Houston 21, Texas

PRICES! CHINACOLOR REDUCED - Finished Like Fine Porcelain

COLOR PRINTS NOW 25¢

WALLET SIZE, 2 1/4 x 3 1/4
MOUNTED UNMOUNTED
3x4 .55 2 1/4 x 3 1/4 .25
3 1/4 x 4 .55 3x4 .25
4x5 .80 3 1/4 x 4 1/2 .60
5x7 .90 4x5 .70
8x10 .95 5x7 .75
8x10 .95 8x10 .20

35mm Duplicate Color Slides 25¢
ANSCOCHROME DEVELOPED
120-620-35mm
1.00 per roll

EKTACHROME DEVELOPED
120-620 .85
35mm .125

CHINACOLOR LABORATORIES
Dept. 62-B, 715 Kennedy St., N. W., Wash. 11, D. C.

20 EXPOSURE RELOADED CARTRIDGES 35mm. 30¢

EASTMAN TRI-X SUPER XX PLUS X
20 EXP. 30¢ Ea. 36 EXP. 50¢ Ea.
Bulk: \$4.25 per 100 ft. — \$2.25 per 50 ft.

KODAK EKTACHROME A.S.A. 32
20 Exposure cartridge \$1.50

ANSCO COLOR RELOADS
20 Exp. (A.S.A. 12) \$1.25 Ea. 3 Rolls \$3.50

All fresh, clean safety film. Satisfaction guaranteed or money back. Please include 10¢ extra per order to cover postage and packing. No C.O.D.

EASTERN PHOTO LABS, Dept. "B"
1405 N. Charles St. Baltimore 1, Md.

INDEX 100 COLOR SLIDES for 25¢ with NUMBATABS

NUMBATABS keep your slides in sequence, right side up. Save time, embarrassment and make for a smooth, professional showing. Available as follows in any one of five brilliant colors: red, green, blue, orange and black.

- CARDS numbered 1 to 100... 25¢
- SETS numbered 1 to 500... \$1.25
- SETS numbered 1 to 1000... \$2.50
- CARDS with 4 alphabets ea. 25¢

At your dealer, or sent postpaid if cash with order. Specify color.

THE SAUNDERS COMPANY
P.O. Box 111, Rochester 1, N. Y.

KAM-LOK only 298 POSTPAID

Enables you to instantly attach and detach camera from tripod in seconds.

Send Check or Money Order to
General Photographic Supply Co.
136-140 Charles St. Boston 14, Mass.


IMPORTED BINOCULARS

All have coated lenses — clamped in prism — Soft velvet oil sealed bodies. Complete with case and straps.

F-182 — 7x35 I.P. NET 10.75
F-183 — 7x35 C.P. NET 17.95
F-184 — 7x35 I.P. NET 21.95
F-185 — 7x35 C.P. NET 23.95
F-186 — 7x35 I.P. NET 25.95
F-187 — 7x35 C.P. NET 27.95
F-188 — 7x35 I.P. NET 29.95
F-189 — 7x35 C.P. NET 31.95
F-190 — 7x35 I.P. NET 33.95
F-191 — 7x35 C.P. NET 35.95
F-192 — 7x35 I.P. NET 37.95
F-193 — 7x35 C.P. NET 39.95
F-194 — 7x35 I.P. NET 41.95
F-195 — 7x35 C.P. NET 43.95
F-196 — 7x35 I.P. NET 45.95
F-197 — 7x35 C.P. NET 47.95
F-198 — 7x35 I.P. NET 49.95
F-199 — 7x35 C.P. NET 51.95
F-200 — 7x35 I.P. NET 53.95
F-201 — 7x35 C.P. NET 55.95
F-202 — 7x35 I.P. NET 57.95
F-203 — 7x35 C.P. NET 59.95
F-204 — 7x35 I.P. NET 61.95
F-205 — 7x35 C.P. NET 63.95
F-206 — 7x35 I.P. NET 65.95
F-207 — 7x35 C.P. NET 67.95
F-208 — 7x35 I.P. NET 69.95
F-209 — 7x35 C.P. NET 71.95
F-210 — 7x35 I.P. NET 73.95
F-211 — 7x35 C.P. NET 75.95
F-212 — 7x35 I.P. NET 77.95
F-213 — 7x35 C.P. NET 79.95
F-214 — 7x35 I.P. NET 81.95
F-215 — 7x35 C.P. NET 83.95
F-216 — 7x35 I.P. NET 85.95
F-217 — 7x35 C.P. NET 87.95
F-218 — 7x35 I.P. NET 89.95
F-219 — 7x35 C.P. NET 91.95
F-220 — 7x35 I.P. NET 93.95
F-221 — 7x35 C.P. NET 95.95
F-222 — 7x35 I.P. NET 97.95
F-223 — 7x35 C.P. NET 99.95
F-224 — 7x35 I.P. NET 101.95
F-225 — 7x35 C.P. NET 103.95
F-226 — 7x35 I.P. NET 105.95
F-227 — 7x35 C.P. NET 107.95
F-228 — 7x35 I.P. NET 109.95
F-229 — 7x35 C.P. NET 111.95
F-230 — 7x35 I.P. NET 113.95
F-231 — 7x35 C.P. NET 115.95
F-232 — 7x35 I.P. NET 117.95
F-233 — 7x35 C.P. NET 119.95
F-234 — 7x35 I.P. NET 121.95
F-235 — 7x35 C.P. NET 123.95
F-236 — 7x35 I.P. NET 125.95
F-237 — 7x35 C.P. NET 127.95
F-238 — 7x35 I.P. NET 129.95
F-239 — 7x35 C.P. NET 131.95
F-240 — 7x35 I.P. NET 133.95
F-241 — 7x35 C.P. NET 135.95
F-242 — 7x35 I.P. NET 137.95
F-243 — 7x35 C.P. NET 139.95
F-244 — 7x35 I.P. NET 141.95
F-245 — 7x35 C.P. NET 143.95
F-246 — 7x35 I.P. NET 145.95
F-247 — 7x35 C.P. NET 147.95
F-248 — 7x35 I.P. NET 149.95
F-249 — 7x35 C.P. NET 151.95
F-250 — 7x35 I.P. NET 153.95
F-251 — 7x35 C.P. NET 155.95
F-252 — 7x35 I.P. NET 157.95
F-253 — 7x35 C.P. NET 159.95
F-254 — 7x35 I.P. NET 161.95
F-255 — 7x35 C.P. NET 163.95
F-256 — 7x35 I.P. NET 165.95
F-257 — 7x35 C.P. NET 167.95
F-258 — 7x35 I.P. NET 169.95
F-259 — 7x35 C.P. NET 171.95
F-260 — 7x35 I.P. NET 173.95
F-261 — 7x35 C.P. NET 175.95
F-262 — 7x35 I.P. NET 177.95
F-263 — 7x35 C.P. NET 179.95
F-264 — 7x35 I.P. NET 181.95
F-265 — 7x35 C.P. NET 183.95
F-266 — 7x35 I.P. NET 185.95
F-267 — 7x35 C.P. NET 187.95
F-268 — 7x35 I.P. NET 189.95
F-269 — 7x35 C.P. NET 191.95
F-270 — 7x35 I.P. NET 193.95
F-271 — 7x35 C.P. NET 195.95
F-272 — 7x35 I.P. NET 197.95
F-273 — 7x35 C.P. NET 199.95
F-274 — 7x35 I.P. NET 201.95
F-275 — 7x35 C.P. NET 203.95
F-276 — 7x35 I.P. NET 205.95
F-277 — 7x35 C.P. NET 207.95
F-278 — 7x35 I.P. NET 209.95
F-279 — 7x35 C.P. NET 211.95
F-280 — 7x35 I.P. NET 213.95
F-281 — 7x35 C.P. NET 215.95
F-282 — 7x35 I.P. NET 217.95
F-283 — 7x35 C.P. NET 219.95
F-284 — 7x35 I.P. NET 221.95
F-285 — 7x35 C.P. NET 223.95
F-286 — 7x35 I.P. NET 225.95
F-287 — 7x35 C.P. NET 227.95
F-288 — 7x35 I.P. NET 229.95
F-289 — 7x35 C.P. NET 231.95
F-290 — 7x35 I.P. NET 233.95
F-291 — 7x35 C.P. NET 235.95
F-292 — 7x35 I.P. NET 237.95
F-293 — 7x35 C.P. NET 239.95
F-294 — 7x35 I.P. NET 241.95
F-295 — 7x35 C.P. NET 243.95
F-296 — 7x35 I.P. NET 245.95
F-297 — 7x35 C.P. NET 247.95
F-298 — 7x35 I.P. NET 249.95
F-299 — 7x35 C.P. NET 251.95
F-300 — 7x35 I.P. NET 253.95
F-301 — 7x35 C.P. NET 255.95
F-302 — 7x35 I.P. NET 257.95
F-303 — 7x35 C.P. NET 259.95
F-304 — 7x35 I.P. NET 261.95
F-305 — 7x35 C.P. NET 263.95
F-306 — 7x35 I.P. NET 265.95
F-307 — 7x35 C.P. NET 267.95
F-308 — 7x35 I.P. NET 269.95
F-309 — 7x35 C.P. NET 271.95
F-310 — 7x35 I.P. NET 273.95
F-311 — 7x35 C.P. NET 275.95
F-312 — 7x35 I.P. NET 277.95
F-313 — 7x35 C.P. NET 279.95
F-314 — 7x35 I.P. NET 281.95
F-315 — 7x35 C.P. NET 283.95
F-316 — 7x35 I.P. NET 285.95
F-317 — 7x35 C.P. NET 287.95
F-318 — 7x35 I.P. NET 289.95
F-319 — 7x35 C.P. NET 291.95
F-320 — 7x35 I.P. NET 293.95
F-321 — 7x35 C.P. NET 295.95
F-322 — 7x35 I.P. NET 297.95
F-323 — 7x35 C.P. NET 299.95
F-324 — 7x35 I.P. NET 301.95
F-325 — 7x35 C.P. NET 303.95
F-326 — 7x35 I.P. NET 305.95
F-327 — 7x35 C.P. NET 307.95
F-328 — 7x35 I.P. NET 309.95
F-329 — 7x35 C.P. NET 311.95
F-330 — 7x35 I.P. NET 313.95
F-331 — 7x35 C.P. NET 315.95
F-332 — 7x35 I.P. NET 317.95
F-333 — 7x35 C.P. NET 319.95
F-334 — 7x35 I.P. NET 321.95
F-335 — 7x35 C.P. NET 323.95
F-336 — 7x35 I.P. NET 325.95
F-337 — 7x35 C.P. NET 327.95
F-338 — 7x35 I.P. NET 329.95
F-339 — 7x35 C.P. NET 331.95
F-340 — 7x35 I.P. NET 333.95
F-341 — 7x35 C.P. NET 335.95
F-342 — 7x35 I.P. NET 337.95
F-343 — 7x35 C.P. NET 339.95
F-344 — 7x35 I.P. NET 341.95
F-345 — 7x35 C.P. NET 343.95
F-346 — 7x35 I.P. NET 345.95
F-347 — 7x35 C.P. NET 347.95
F-348 — 7x35 I.P. NET 349.95
F-349 — 7x35 C.P. NET 351.95
F-350 — 7x35 I.P. NET 353.95
F-351 — 7x35 C.P. NET 355.95
F-352 — 7x35 I.P. NET 357.95
F-353 — 7x35 C.P. NET 359.95
F-354 — 7x35 I.P. NET 361.95
F-355 — 7x35 C.P. NET 363.95
F-356 — 7x35 I.P. NET 365.95
F-357 — 7x35 C.P. NET 367.95
F-358 — 7x35 I.P. NET 369.95
F-359 — 7x35 C.P. NET 371.95
F-360 — 7x35 I.P. NET 373.95
F-361 — 7x35 C.P. NET 375.95
F-362 — 7x35 I.P. NET 377.95
F-363 — 7x35 C.P. NET 379.95
F-364 — 7x35 I.P. NET 381.95
F-365 — 7x35 C.P. NET 383.95
F-366 — 7x35 I.P. NET 385.95
F-367 — 7x35 C.P. NET 387.95
F-368 — 7x35 I.P. NET 389.95
F-369 — 7x35 C.P. NET 391.95
F-370 — 7x35 I.P. NET 393.95
F-371 — 7x35 C.P. NET 395.95
F-372 — 7x35 I.P. NET 397.95
F-373 — 7x35 C.P. NET 399.95
F-374 — 7x35 I.P. NET 401.95
F-375 — 7x35 C.P. NET 403.95
F-376 — 7x35 I.P. NET 405.95
F-377 — 7x35 C.P. NET 407.95
F-378 — 7x35 I.P. NET 409.95
F-379 — 7x35 C.P. NET 411.95
F-380 — 7x35 I.P. NET 413.95
F-381 — 7x35 C.P. NET 415.95
F-382 — 7x35 I.P. NET 417.95
F-383 — 7x35 C.P. NET 419.95
F-384 — 7x35 I.P. NET 421.95
F-385 — 7x35 C.P. NET 423.95
F-386 — 7x35 I.P. NET 425.95
F-387 — 7x35 C.P. NET 427.95
F-388 — 7x35 I.P. NET 429.95
F-389 — 7x35 C.P. NET 431.95
F-390 — 7x35 I.P. NET 433.95
F-391 — 7x35 C.P. NET 435.95
F-392 — 7x35 I.P. NET 437.95
F-393 — 7x35 C.P. NET 439.95
F-394 — 7x35 I.P. NET 441.95
F-395 — 7x35 C.P. NET 443.95
F-396 — 7x35 I.P. NET 445.95
F-397 — 7x35 C.P. NET 447.95
F-398 — 7x35 I.P. NET 449.95
F-399 — 7x35 C.P. NET 451.95
F-400 — 7x35 I.P. NET 453.95
F-401 — 7x35 C.P. NET 455.95
F-402 — 7x35 I.P. NET 457.95
F-403 — 7x35 C.P. NET 459.95
F-404 — 7x35 I.P. NET 461.95
F-405 — 7x35 C.P. NET 463.95
F-406 — 7x35 I.P. NET 465.95
F-407 — 7x35 C.P. NET 467.95
F-408 — 7x35 I.P. NET 469.95
F-409 — 7x35 C.P. NET 471.95
F-410 — 7x35 I.P. NET 473.95
F-411 — 7x35 C.P. NET 475.95
F-412 — 7x35 I.P. NET 477.95
F-413 — 7x35 C.P. NET 479.95
F-414 — 7x35 I.P. NET 481.95
F-415 — 7x35 C.P. NET 483.95
F-416 — 7x35 I.P. NET 485.95
F-417 — 7x35 C.P. NET 487.95
F-418 — 7x35 I.P. NET 489.95
F-419 — 7x35 C.P. NET 491.95
F-420 — 7x35 I.P. NET 493.95
F-421 — 7x35 C.P. NET 495.95
F-422 — 7x35 I.P. NET 497.95
F-423 — 7x35 C.P. NET 499.95
F-424 — 7x35 I.P. NET 501.95
F-425 — 7x35 C.P. NET 503.95
F-426 — 7x35 I.P. NET 505.95
F-427 — 7x35 C.P. NET 507.95
F-428 — 7x35 I.P. NET 509.95
F-429 — 7x35 C.P. NET 511.95
F-430 — 7x35 I.P. NET 513.95
F-431 — 7x35 C.P. NET 515.95
F-432 — 7x35 I.P. NET 517.95
F-433 — 7x35 C.P. NET 519.95
F-434 — 7x35 I.P. NET 521.95
F-435 — 7x35 C.P. NET 523.95
F-436 — 7x35 I.P. NET 525.95
F-437 — 7x35 C.P. NET 527.95
F-438 — 7x35 I.P. NET 529.95
F-439 — 7x35 C.P. NET 531.95
F-440 — 7x35 I.P. NET 533.95
F-441 — 7x35 C.P. NET 535.95
F-442 — 7x35 I.P. NET 537.95
F-443 — 7x35 C.P. NET 539.95
F-444 — 7x35 I.P. NET 541.95
F-445 — 7x35 C.P. NET 543.95
F-446 — 7x35 I.P. NET 545.95
F-447 — 7x35 C.P. NET 547.95
F-448 — 7x35 I.P. NET 549.95
F-449 — 7x35 C.P. NET 551.95
F-450 — 7x35 I.P. NET 553.95
F-451 — 7x35 C.P. NET 555.95
F-452 — 7x35 I.P. NET 557.95
F-453 — 7x35 C.P. NET 559.95
F-454 — 7x35 I.P. NET 561.95
F-455 — 7x35 C.P. NET 563.95
F-456 — 7x35 I.P. NET 565.95
F-457 — 7x35 C.P. NET 567.95
F-458 — 7x35 I.P. NET 569.95
F-459 — 7x35 C.P. NET 571.95
F-460 — 7x35 I.P. NET 573.95
F-461 — 7x35 C.P. NET 575.95
F-462 — 7x35 I.P. NET 577.95
F-463 — 7x35 C.P. NET 579.95
F-464 — 7x35 I.P. NET 581.95
F-465 — 7x35 C.P. NET 583.95
F-466 — 7x35 I.P. NET 585.95
F-467 — 7x35 C.P. NET 587.95
F-468 — 7x35 I.P. NET 589.95
F-469 — 7x35 C.P. NET 591.95
F-470 — 7x35 I.P. NET 593.95
F-471 — 7x35 C.P. NET 595.95
F-472 — 7x35 I.P. NET 597.95
F-473 — 7x35 C.P. NET 599.95
F-474 — 7x35 I.P. NET 601.95
F-475 — 7x35 C.P. NET 603.95
F-476 — 7x35 I.P. NET 605.95
F-477 — 7x35 C.P. NET 607.95
F-478 — 7x35 I.P. NET 609.95
F-479 — 7x35 C.P. NET 611.95
F-480 — 7x35 I.P. NET 613.95
F-481 — 7x35 C.P. NET 615.95
F-482 — 7x35 I.P. NET 617.95
F-483 — 7x35 C.P. NET 619.95
F-484 — 7x35 I.P. NET 621.95
F-485 — 7x35 C.P. NET 623.95
F-486 — 7x35 I.P. NET 625.95
F-487 — 7x35 C.P. NET 627.95
F-488 — 7x35 I.P. NET 629.95
F-489 — 7x35 C.P. NET 631.95
F-490 — 7x35 I.P. NET 633.95
F-491 — 7x35 C.P. NET 635.95
F-492 — 7x35 I.P. NET 637.95
F-493 — 7x35 C.P. NET 639.95
F-494 — 7x35 I.P. NET 641.95
F-495 — 7x35 C.P. NET 643.95
F-496 — 7x35 I.P. NET 645.95
F-497 — 7x35 C.P. NET 647.95
F-498 — 7x35 I.P. NET 649.95
F-499 — 7x35 C.P. NET 651.95
F-500 — 7x35 I.P. NET 653.95
F-501 — 7x35 C.P. NET 655.95
F-502 — 7x35 I.P. NET 657.95
F-503 — 7x35 C.P. NET 659.95
F-504 — 7x35 I.P. NET 661.95
F-505 — 7x35 C.P. NET 663.95
F-506 — 7x35 I.P. NET 665.95
F-507 — 7x35 C.P. NET 667.95
F-508 — 7x35 I.P. NET 669.95
F-509 — 7x35 C.P. NET 671.95
F-510 — 7x35 I.P. NET 673.95
F-511 — 7x35 C.P. NET 675.95
F-512 — 7x35 I.P. NET 677.95
F-513 — 7x35 C.P. NET 679.95
F-514 — 7x35 I.P. NET 681.95
F-515 — 7x35 C.P. NET 683.95
F-516 — 7x35 I.P. NET 685.95
F-517 — 7x35 C.P. NET 687.95
F-518 — 7x35 I.P. NET 689.95
F-519 — 7x35 C.P. NET 691.95
F-520 — 7x35 I.P. NET 693.95
F-521 — 7x35 C.P. NET 695.95
F-522 — 7x35 I.P. NET 697.95
F-523 — 7x35 C.P. NET 699.95
F-524 — 7x35 I.P. NET 701.95
F-525 — 7x35 C.P. NET 703.95
F-526 — 7x35 I.P. NET 705.95
F-527 — 7x35 C.P. NET 707.95
F-528 — 7x35 I.P. NET 709.95
F-529 — 7x35 C.P. NET 711.95
F-530 — 7x35 I.P. NET 713.95
F-531 — 7x35 C.P. NET 715.95
F-532 — 7x35 I.P. NET 717.95
F-533 — 7x35 C.P. NET 719.95
F-534 — 7x35 I.P. NET 721.95
F-535 — 7x35 C.P. NET 723.95
F-536 — 7x35 I.P. NET 725.95
F-537 — 7x35 C.P. NET 727.95
F-538 — 7x35 I.P. NET 729.95
F-539 — 7x35 C.P. NET 731.95
F-540 — 7x35 I.P. NET 733.95
F-541 — 7x35 C.P. NET 735.95
F-542 — 7x35 I.P. NET 737.95
F-543 — 7x35 C.P. NET 739.95
F-544 — 7x35 I.P. NET 741.95
F-545 — 7x35 C.P. NET 743.95
F-546 — 7x35 I.P. NET 745.95
F-547 — 7x35 C.P. NET 747.95
F-548 — 7x35 I.P. NET 749.95
F-549 — 7x35 C.P. NET 751.95
F-550 — 7x35 I.P. NET 753.95
F-551 — 7x35 C.P. NET 755.95
F-552 — 7x35 I.P. NET 757.95
F-553 — 7x35 C.P. NET 759.95
F-554 — 7x35 I.P. NET 761.95
F-555 — 7x35 C.P. NET 763.95
F-556 — 7x35 I.P. NET 765.95
F-557 — 7x35 C.P. NET 767.95
F-558 — 7x35 I.P. NET 769.95
F-559 — 7x35 C.P. NET 771.95
F-560 — 7x35 I.P. NET 773.95
F-561 — 7x35 C.P. NET 775.95
F-562 — 7x35 I.P. NET 777.95
F-563 — 7x35 C.P. NET 779.95
F-564 — 7x35 I.P. NET 781.95
F-565 — 7x35 C.P. NET 783.95
F-566 — 7x35 I.P. NET 785.95
F-567 — 7x35 C.P. NET 787.95
F-568 — 7x35 I.P. NET 789.95
F-569 — 7x35 C.P. NET 791.95
F-570 — 7x35 I.P. NET 793.95
F-571 — 7x35 C.P. NET 795.95
F-572 — 7x35 I.P. NET 797.95
F-573 — 7x35 C.P. NET 799.95
F-574 — 7x35 I.P. NET 801.95
F-575 — 7x35 C.P. NET 803.95
F-576 — 7x35 I.P. NET 805.95
F-577 — 7x35 C.P. NET 807.95
F-578 — 7x35 I.P. NET 809.95
F-579 — 7x35 C.P. NET 811.95
F-580 — 7x35 I.P. NET 813.95
F-581 — 7x35 C.P. NET 815.95
F-582 — 7x35 I.P. NET 817.95
F-583 — 7x35 C.P. NET 819.95
F-584 — 7x35 I.P. NET 821.95
F-585 — 7x35 C.P. NET 823.95
F-586 — 7x35 I.P. NET 825.95
F-587 — 7x35 C.P. NET 827.95
F-588 — 7x35 I.P. NET 829.95
F-589 — 7x35 C.P. NET 831.95
F-590 — 7x35 I.P. NET 833.95
F-591 — 7x35 C.P. NET 835.95
F-592 — 7x35 I.P. NET 837.95
F-593 — 7x35 C.P. NET 839.95
F-594 — 7x35 I.P. NET 841.95
F-595 — 7x35 C.P. NET 843.95
F-596 — 7x35 I.P. NET 845.95
F-597 — 7x35 C.P. NET 847.95
F-598 — 7x35 I.P. NET 849.95
F-599 — 7x35 C.P. NET 851.95
F-600 — 7x35 I.P. NET 853.95
F-601 — 7x35 C.P. NET 855.95
F-602 — 7x35 I.P. NET 857.95
F-603 — 7x35 C.P. NET 859.95
F-604 — 7x35 I.P. NET 861.95
F-605 — 7x35 C.P. NET 863.95
F-606 — 7x35 I.P. NET 865.95
F-607 — 7x35 C.P. NET 867.95
F-608 — 7x35 I.P. NET 869.95
F-609 — 7x35 C.P. NET 871.95
F-610 — 7x35 I.P. NET 873.95
F-611 — 7x35 C.P. NET 875.95
F-612 — 7x35 I.P. NET 877.95
F-613 — 7x35 C.P. NET 879.95
F-614 — 7x35 I.P. NET 881.95
F-615 — 7x35 C.P. NET 883.95
F-616 — 7x35 I.P. NET 8

PHOTO MART

JEN-DIP SAVES YOU \$16.00



Dip your own bulbs in JEN-DIP BLUE LABEL for better color shots with daylight film, indoors or out, with better results than you get from factory blue bulbs or flash shields.

\$1.50 WITH BEAKER
COATS 400 LAMPS

Write for booklet L or JEN-DIP today.
JEN • 417 W. 42 St. N. Y. 35

FRESH DATE 35mm RELOADS

ANSKO COLOR 535 Daylight; 534 Tungsten
20 Exp. roll 90¢ 3 rolls \$2.60
K135 20 Exp. 2.75; 36 Exp. 3.95; K333 Stereo 3.70
5mm roll 2.95; 16mm mag. 3.70
16mm roll 3.30; 16mm mag. 5.65

ACE Supply Co., Box 113, Passaic, N. J.

FLASHBULBS CAN EXPLODE!!

Use a genuine BROOKS FLASHIELD on your flash reflector. Brand new SNAP-IT-ON model fits ALL 5" parabolic reflectors. Tough molded plastic, NOT A PLASTIC BAG. Available with clear or diffused shield, also blue shield for color, which works better than factory coated lamps or messy dipping. Only \$1 each postpaid, if not at your dealer. NO COD.

BROOKS MFG. CO., Dept. 10 1514 Aster Place
Cincinnati 24, Ohio.

35mm DELUXE QUALITY FINISHING

Now you can have your photos looking their finest on double weight portrait type paper for only slightly more than the run-of-the-mill snapshot finishing. Your film will be fine-grain developed and then chemically hardened against scratching. We will then print and expose each negative individually on double weight velvet luster portrait type paper. All prints are the large 3 1/2 x 5 inch size. 20 exp. roll \$3.75. 36 exp. roll \$2.75. Free mail. 48 hour lab service.

VALUE 35mm LABS P. O. Box 38M, C. I. Station
Brooklyn 24, New York

JUMBO PRINTS IN ALBUM

8 Exp. 25¢	32 Exp. 35¢	16 Exp. 50¢
20 Exp. 55¢	112 Exp. \$1.10	Reprints 3¢

SPECIAL OFFER
2 SETS of PRINTS from same Negative!
8 EXPOSURE 35¢ 12 EXPOSURE 50¢

QUICK SERVICE—Send for FREE MAILERS
RAW ASA 80 PROCESSING SERVICE
16mm 100' roll.....\$1.85 8mm 25' dbi.....35¢
8mm 25' dbi.....85¢ 100' roll.....75¢
Prices incl. processing Spools & cans returned

CREST FILM LABS Dept. B, 243 W. 55 St.
New York 19, N. Y.

AUTHORIZED MOUNTING SERVICE FOR SAMWAYS **VIEW-MASTER**

VIEW MASTER REELS FROM ANY 35 MM STEREOS
ALSO, COMPLETE 35 MM SLIDE SERVICE.



Write for Price List and Information
Color Slide Duplicating

5518 CAHUENGA BLVD NORTH HOLLYWOOD, CALIF

Classified Ads...

Classified Want Ads may be inserted in MODERN PHOTOGRAPHY by any reliable individual, camera dealer, or specialty house. To avoid chance of error, submit copy typed. Terms: 50¢ a word. Each word, including each item in the address, counts as one word. Send cash with order. 5% discount for 6 consecutive insertions. Forms close on the 25th of each month.

cameras, equipment for sale

CHICAGO'S LARGEST CAMERA TRADING CENTER—Cameras, lenses, accessories—purchased, sold, traded—by mail, new or used! **OPEN EVENINGS** for Chicago visitors! **CHROMOPTICS**, 943 N. State, Chicago 10.

DISCOUNTS 20% to 50%—Cameras, projectors, tape recorders, lenses. Write for individual quotations, no catalogs. Classified Camera A, 2375 East 65 St., Brooklyn 34, N. Y.

GUARANTEED LOWEST PRICES everything photographic. Free catalog. Dart, 3812D, Atlantic Avenue, Brooklyn 24, New York.

20-40% discount cameras, photo equipment—specialization name brands. Write: **EDAN FOTO SUPPLY-M** 1580-40th St., B'klyn, N. Y.

FINE LENSES! AMAZING PRICES! 8" F 2.9 \$28.50, 14" F 5.6 \$32.50, 20" F 6.3 \$45.00, 36" F 6.3 \$85.00, 7" F 2.5 Aerolectars \$47.50. Baer's, 741 State Street, Lancaster, Penna.

CHICAGO VISITORS browse to your heart's content at, Altman's, 64 E. Monroe, Chicago 3, Ill.

DON'T BUY TILL YOU GET OUR PRICE! All Brands Photo Equipment, Records, Home Movies, Typewriters, Watches, Gift Items, etc. Save with Safety! Over 10 years of Service. **FREE BIG CATALOG**. Imperial Enterprise, Inc., Dept. M, 34 Park Row, New York 38, N. Y.

CANADIANS send for bargain list, new & used equipment. Simon's Camera Exchange, 11 Craig West, Montreal, Canada.

500mm f1 telephoto lens with mounting instructions \$5.00. Carl Jamer, Manorville, N. Y.

SHREWD BUYERS use our Camera and Projector Comparison Charts (Still and Movie). Complete Set \$1.00. Consultants, Box 554-E, Rancho, Los Angeles 64.

MICRO-TECHN 45. Europe's new big negative camera. Delivered February. All the professional adjustments, including universal swing & tilt back and cam-coupled top-name German lenses. Direct from exporter saves 35% distribution costs. With Xenotar F2.8/150mm. (Compur 1/200) \$375.00 (plus \$39.50 duty.) With Xenar F3.8/135mm. (Compur 1/400) \$269.00 (duty \$27.00) Techn Export. Freilager 23, Basel, Switzerland. Exporters of cameras, lenses, accessories and all optical and mechanical precision equipment.

SMALL ACCESSORIES SALE. Any color filter for Retina, Rollei F3.5, or Contaflex. (or other Zeiss cameras except Contax.) \$2.75. Sunshades \$1.25 (Rollei \$2.75) Proxars \$3.00 Rollei-nar Sets \$12.00. Ikoblitz or Kodalabitz flash \$5.00. Rolleiflash \$14.00. Kobold B-C flash for Exakta and all top 35mm. cameras \$12.00, check or money-order. (All sales on money-back basis.) Similar prices on Exakta, Novoflex, accessories and all top-name German lenses. Direct export saves you 35%-50%. Please specify requirements for individual quotations on all other photographic goods. Write Techn Export. Freilager 23, Basel Switzerland.

wanted to buy

LENSES. Aerial Cameras, Gun Cameras (GSAP), Motion Picture Cameras, Still Cameras. Cash airmailed immediately for these and Aerial Lenses, including 6" Metrogon, 7" Aerolectars, 20" and 40" Bausch and Lomb. Gordon Enterprises, 5362 N. Cahuenga, North Hollywood, California.

Sell what you have, fast, thru an ad in these columns! Over 200,000 ready-and-able-to-buy camera fans read these pages closely, for bargains and hard to get merchandise. Prove it to yourself with a test ad in the next issue.

IMMEDIATE AIRMAIL PAYMENTS—Chicago's Largest Camera Trading Center offers TOP PRICES for Cameras, Lenses, Accessories in excellent condition! **CHROMOPTICS**, 943 N. State, Chicago 10.

HIGHEST PRICES PAID for Leica, Contax, Rollei, Reflex, Movie Cameras, Projectors. Ace Camera Exchange, 136 East 58th Street, New York MP-22, N. Y.

CASH IMMEDIATELY for the following **CAMERAS, LENSES, ACCESSORIES:** Alpas, Bell-Howell, Bolex, Canon, Contaflex, Contax, Exakta, Foton, Hasselblad, Leica, Linhof, Nikon, 4 x 5 Facemakers and Crown Graphics, Retina IIIa, Retina IIIc, Rollei-flex, Zeiss Super Ikontas, send in or write for offer, immediate reply, Altman's, 64 E. Monroe, Chicago 3, Ill.

camera repairs

Foreign cameras: Six years with the inventor of the Contax (Zeiss) assure you 100% repairs on all foreign and domestic cameras. Internal synchronization installed on Contax, Leica, Rollei, Ikonta, etc. All work guaranteed and conscientiously done. Strauss, Photo-Technical Service, 930 "F" Street, N. W., Washington, D. C.

SPECIALISTS in Foreign and Domestic camera repairs. Lens polishing, re-centering, re-focusing. Bellows installed, Rangefinders repaired, sync. Repairs guaranteed up to one year. Chicago Camera Specialists, 17 N. State St., Chicago 2, Illinois.

Camera repairs on still & movie cameras. Internal Synchron. Factory parts. Bellows made to order. Our background of 40 years is your guarantee. C. T. Moysse & Son, 108 Fulton St., N. Y. C.

Neoprene coated curtains installed in Canon, Exakta, Foth, Korelle, Leica, Primaflex, Nicca, Nikon, B & V Camera Repair Service, 21 E. Van Buren St., Chicago 5, Ill.

CANON CAMERAS—Complete service, all models. Work guaranteed. Send camera for free estimate. International Camera Corp., 847 W. Adams, Chicago 7, Illinois.

Service all makes, Cameras, Movie equipment, Sound Projectors and Light Meters. Virginia Camera Lab. 4765 Lee Highway, Arlington 7, Va.

COMPUR, Wollensak, Graphex, Supermatic, Ilex, Leica, Prontor, Argus and Robot Shutter Repair Service a Specialty (prompt 24-hour Service). **CENTRAL STATES CAMERA REPAIRS**, 3116 E. Douglas, Wichita 8, Kansas.

LENSES made and repaired. Hard coating for sharper pictures, faster speed. Recentering, repolishing, light scratches and haze removed. Complete binocular repairing. Guaranteed workmanship. Send lenses or binoculars or write for free estimates. Gould Lens Service, 26P Franklin Ave., Binghamton, N. Y. Free descriptive folder.

THIRTY years of camera repair experience. Your guarantee of precision workmanship. Factory guaranteed service on Rollei-flex, Rollei-cord, Exakta, Exa, Canon, Nikon, Bolex. Estimates gladly furnished. Pacific Photo Products, 3210 W. Olympic Blvd., Los Angeles 6, California.

photo supplies

ALBUMS! Wedding, Baby, Photographer and customer's names in gold. **FREE** catalog! Crestwood, 3601 West 71st, Kansas City, Missouri.

PHOTO FOLDERS, easels. Send \$2.00 large assortment (refundable). **WEDDING ALBUMS**, Wholesale price lists. Robin Mounts, 262 W. 22nd St., New York.

photo finishing

No **NEGATIVE?** Send \$1.00 for new negative and two 5x7 enlargements, from picture, transparency, colorslide, colorprint, polaron, stereo-frames. Your pictures converted into highest quality black and white and color projection slides. Direct Positive film delivered and reversed developed. Curriophoto, 1187 Jerome Ave., New York 52, N. Y.

SATISFACTION GUARANTEED or money back. **FINEST** quality. Matte or glossy. 5x7 25c 8x10 40c 11x14 75c. Cropping done free when specified. Minimum order \$1.00. New England Enlarging Specialists, Box 281, Exeter, N. H.

PROFESSIONAL Enlargements. Candid—Commercial—Portrait. Hand processed on double weight Matte, Glossy or Silk Paper. 4x5—15c; 5x7—25c; 8x10—40c. Cropping when requested. Minimum order \$1.00. Remittance with order. Martin Photo Service, P. O. Box 325, Flushing 52, N. Y.

ENLARGEMENTS, PROFESSIONAL QUALITY, individual attention given to all orders. Doubleweight Glossy, Semi-matte, Silk, Matte. 5x7, 30c; 8x10, 40c; 11x14, 60c; 16x20, \$2.00. Fine-grain negative from photo, 60c. Complete service available. Minimum order, \$1.00. Bristol Laboratories, 155 School Street, Bristol, Conn.

PHOTOMURALS from negatives, prints, transparencies. 20"x24", \$3.00; 20"x30", \$3.50; 20"x40", \$4.00; 30"x40", \$4.75; 40"x60", \$9.00; 40"x72", \$10.50; 48"x72", \$12.00. Mural-grain copy negatives, \$1.00 additional. Forward orders for larger size murals, mural mounting, sepia murals on estimate basis. Bristol Laboratories, 157 School Street, Bristol, Conn.

NATURAL FULL COLOR MURALS from transparencies, b&w negatives or prints. Satisfaction Guaranteed. 20"x24", \$15.00; 20"x30", \$17.50; 30"x40", \$25.00; 40"x60", \$35.00. Bristol Laboratories, 157 School Street, Bristol, Conn.

RESTORE old, cracked, faded photographs. Free estimate. Bristol Laboratories, 155 School Street, Bristol, Conn.

stereo photography

STEREO, KODACHROME ORIGINALS of scenic HAWAII. Duplicates of latest sensational volcanic eruption. Free illustrated brochure. Hawaiian Stereos, P. O. Box 2874, Honolulu, Hawaii.

ORIGINAL KODACHROME STEREOs. Gorgeous mountain scenes. Sample 50c. List free. Will C. Minor, Fruita, Colorado.

color photo finishing

Ektachrome, Anscochrome carefully processed, 35mm—\$1.25, 620—\$1.00, 4x5—45c. Kenmore Color, Box 93, Kenmore, N. Y.

EKTACHROME — ANSCOCROME — 35MM Processed—Mounted \$1.00, 120-620 B & W Custom Developed—Printed \$1.00. Professional Quality. National Color Corporation, Box 55, Northside Br., Atlanta 5, Georgia.

movies, movie film

5,000 NEW—USED 8-16mm Silent—Sound Films. International-D, Greenvale, New York.

SAVE 50%! Guaranteed-fresh color, 8mm movie film! 8mm, 16mm. Free catalog! ESO-G, 47th Holly, Kansas City 12, Missouri.

Free Catalog—8-16 MM Film Now available Best Rite Sales Co., PO Box 357, Times Square Station, New York 36, N. Y.

FREE! BLACKHAWK'S big sale catalog new and used 16mm, 8mm. film; 2"x2" color slides; used 16mm. sound projectors. Biggest stock in USA. Blackhawk Films, 1204 Eastin, Davenport, Iowa.

8MM COLOR Rentals 19c. Catalogue dime. Cooper's Mart, Eaton, Ohio.

THOUSANDS 8mm, 16mm Sound & Silent Titles at DEALER'S PRICES! Special "Get-Acquainted" Offer—800 ft. Used 16mm Sound Musicals (Eight 100 ft. Subjects) \$5.00. Money Back if Not Satisfied. Big Savings on Equipment, etc. **FREE COMPLETE CATALOG.** Imperial Enterprise, Inc., Dept. M, 34 Park Row, New York 38, N. Y.

16MM. SOUND PROJECTORS & films cheap Features \$20.00, Shorts \$5.75. Bedner, 5300 So. Talman, Chicago, Ill.

I PAY CASH for old 35mm movies, silent or sound. Write Hamilton, Box 382, Lima, Ohio.

movie titles

"SURPRISE" assortment 8-MM colorful titles, \$1. Postpaid. Guaranteed. LeMoine Films, Nevada, Mo.

photos, b & w slides

2x2 SLIDES from any size negative. Mounted. 15c each. Miller Slide Service, Holdrege, Neb.

TRANSPARENCIES: 35mm mounted 7c. Optical reductions mounted 13c. Kirwin Slidefilm Laboratory, Crystal Lake 1, Illinois.

2x2 B&W MOUNTED slides, From Any Size Negative, 15c. Slide Service, Box 123, Fredonia, Kansas.

2 x 2 slides from any size negative, 15c . . . Quality work, satisfaction guaranteed. Projection Slide Service, Box 236, Waukesha, Wisconsin.

COLORSLIDES from your own kodachrome prints, 50c. Curiophoto, 1187 Jerome Ave., New York 52.

color slides

150,000 SLIDES in stock insures quick delivery. Production by Captain Arps, U. S. Navy, retired, insures satisfaction. Description of scene on each slide makes constant reference to catalog unnecessary. Send 6c (stamps) for new 48 page catalog United States, Canada, Mexico. If interested in other foreign countries, mention countries and add 3c, as these are separate lists. Worldwide coverage. RoLoc, Box 1715, Washington 13, D. C.

BEAUTIFUL COLOR SLIDES 10c each. Send time for sample and latest issue "Slide News". SLIDE SUPPLY, Box 1031, Canton, Ohio.

20 Beautiful colored slides \$1.00. Sample, catalog 20c. Over twenty million sold! Sanford Company, Bellevue, Ohio. (Established 1941.)

ANTIQUE AUTOMOBILE Color Slides, 2x2. Illustrated catalog FREE. Universal Slide Co., Box 779T, Beverly Hills, Calif.

"Alaska Big Game" in color. Closeups of live game and all Alaska subjects. Free catalog, over 400 2x2 slides. Special—12 game slides, airmail, \$5.00. Northern Color Film Co., Box 12, Cooper Landing, Alaska.

Detroit, Mackinac Island, Soo Locks, Okefen-okee Swamp, Cypress Gardens. Color slides in sets 8 for \$1.95. Free catalog. Hiawatha Card, Ypsilanti, Mich.

COLOR SLIDES Domestic and Foreign large selection. Write for **FREE SAMPLE** and Catalog. SLIDES, Gardena, California.

Sample 25c. 10, \$1.10. EVA HOPSON, 2524 Sichel St., Los Angeles 31, Calif.

Three slides or stereos \$1.00. Free catalog. Movies. Hollyslides, 5880A Hollywood, Hollywood 28, Calif.

COLOR CLASSICS from the fabulous pictorial Arizona Highways Magazine. 2x2 Color Slides from professional transparencies now available at regular prices. Free slide list. ARIZONA HIGHWAYS MAGAZINE, PHOENIX, ARIZONA.

SEE 1956 Rose Parade. Front-row seats to world's most fabulous pageant. From Kodachromes by official photographers. 36 gorgeous 35-mm Color Slides, All Winners, \$7.00. Entire Parade, 62 2x2 Slides, \$10.00. Stereo-Realist, 20 Best, \$9.00. No finer slides available. Satisfaction Guaranteed or money back. Free Bonus Slides to first 500 orders . . . Title, Extra Beauty Queens, plus Professional Script. Ppd. Send check, cash, M.O. Today. Color Control Co., Dept. M-2, 1538 Cassil Pl., Hollywood, Calif.

SLIDES OF THE EAST BY HENRY COBB SHAW. White Mountains, Plymouth, Lexington, Boston, Gloucester, Cape Cod, Ausable Chasm, Niagara, New York City, Washington, Williamsburg, Savannah, Charleston, Florida, Quebec, The Gaspe, Bermuda, West Indies. SLIDES OF THE WEST BY JACK BREED. Arizona, California, Colorado, Montana, Utah, Wyoming, National Parks, Indians, Mexico. You have seen these in Arizona Highways, Holiday, National Geographic, Saturday Evening Post, and many others. Outstanding! Send for catalog beautiful 2x2 slides on approval. Pilgrim Productions, 8-2 Bosworth St., Boston 8, Mass.

GLACIER NATIONAL PARK, SPECIAL APPROVALS THIS MONTH. Choose from over 100 available. We specialize in National Parks KODACHROMES, Mexico, Canada. Request by area. Douglas Whiteside, Yosemite, California.

COLORSLIDES, Travel, nature, etc. Free list. Sample 30c. Kelly M. Choda, 732 Ursula St., Aurora 8, Colo.

FLORIDA, Nassau. Sample 30c. H-G FOTOS, 1205 Southwest 35th Avenue, Miami, Florida.

COLORFUL COLORADO SLIDES. Send 25c for sample and list to Thirty-five Slides, Green Mtn. Falls, Colorado.

NAVAJO Indian Life—Ten Colorslides \$1.00, EDDINGS. 8 Roberts, Corning, N. Y.

MESTON'S TRAVELS INVITES YOU TO TAKE UP THE NATION'S FASTEST GROWING HOBBY. TOUR THE WORLD FROM YOUR ARMCHAIR WITH HIGHEST QUALITY 35 M/M COLOR SLIDES. ALL 48 STATES, 60 FOREIGN COUNTRIES. OVER 8,000 subjects. SETS OF FOUR, HERMETICALLY SEALED IN PLASTIC ONLY 98 CENTS. VIEW THEM AT YOUR DEALERS. ASK FOR A LIST, OR WRITE: MESTON'S TRAVELS, DEPT. M-1; 3801 N. PIEDRAS ST., EL PASO, TEXAS.

COLOR SLIDE ORIGINALS—of the deep south, for sale. Industrial, Agricultural, Travel, Scenic, Etc. Sell outright. Ideal for slide duplication business. Filmstrip Production, Magazine Work, and Color Encyclopedias. Lecturers now is the time to fill in with these fine originals. Price \$2.00 each. Send inquiries: Color Photography, 506 Virginia Ave., Savannah, Ga.

1956 PASADENA ROSE PARADE. Beautiful Color! (2x2) Set of 24 Prize-Winning Floats—\$5.95—Entire Parade, Set of 60—only \$12.00. POSTPAID—FREE (3) DISNEYLAND Color-slides, with the \$12.00 Set. Colorslide, Box 1193, Studio City, Calif.

Desert Birds—Animals—Flowers, ten color-slides \$1.00. List—Sample 10c. Florida Color-slides, Box 185, Miami 33.

4,000 different, western scenes and nature color-slides, half Colorado. 114 of Yosemite. Name your wants. Receive selection and lists. Keep only those you like. Nesbit's, 711 Columbia Road, Colorado Springs, Colorado.

BEAUTIFUL scenic slides. Ask for lists by specific countries, also approval plan. Eulo Color, Box 178, Denver 1, Colorado.

oil coloring

OIL COLORING PHOTOGRAPHS can be a fascinating hobby or profitable sideline for those with artistic talent. Learn at home. Easy simplified method. Send for free booklet. National Photo Coloring School, 835 Diversey Parkway, Dept. 1112, Chicago 14.

hypnotism

FREE Illustrated Hypnotism, Self Hypnosis, Catalogue. Write: Hypnotist, 1324 Wilshire, Hollywood 17MP, California.

schools and instructions

CAMERA REPAIRMEN greatly needed! You can learn manufacturers' service methods at home, in your spare time! **FREE**, big illustrated book tells how! Write today, NATIONAL CAMERA REPAIR SCHOOL, Dept. G-2, Englewood, Colo.

PHOTOGRAPHY FOR PLEASURE or profit. Learn at home. Practical basic training. Long established school. Free booklet. American School of Photography, 835 Diversey Parkway, Dept. 2121, Chicago 14.

exposure meter repairs

EXPOSURE METER REPAIRS conscientiously done. Speedy Service. Strauss Photo-Technical Service, 930 "F" Street, N.W., Washington 4, D. C.

business opportunities

Envelopes addressed accurately, reasonably. Fast service. We have capable addressers in your city. GLENWAY SYSTEM, 5713 Euclid, Cleveland 3, Ohio.

\$70 weekly—home, spare time. Simplified mail bookkeeping. Immediate income—easy! Auditax, 34757T, Los Angeles 34.

miscellaneous

BIZARRE Book Service, 40 East 23rd Street, New York 10, N. Y. Dept. 115. Specialists in Out-Of-Print books. Collectors; write, indicate title, author or subjects desired. Send self-addressed, stamped envelope for reply.

FREE LANCERS! Sell your photos to the huge house organ field. 3,000 company publications buy! Payment from \$10 to \$100 for single photo-and-captions. Free information. Gebbie Press Photos, 19 E. 48, N. Y. C. 17.

Pre-Recorded Tape Music, Recorders, Accessories, Professionally produced. Catalog. Efisco, 270B, Concord, West Hempstead, N. Y.

WANTED. 35mm transparencies. New York State subjects, purebred livestock, Indiana, State Fair, religious shrines, churches, buildings, street scenes, etc. \$3 paid on acceptance. Schoonmaker, Delaware Ave., Rensselaer, N. Y.

SHUTTERBUGS! 1956 PIN-UP CALENDAR! (All 12 Pin-Up Costumes Available. Prices Furn.) Big Selection: Bikinis, Swim Suits, Pin-Up Costumes, Accessories, Portrait Drapes, etc. Finest Quality. New Pictorial Catalog \$1.00 * (*applies on Merchandise.) Maureen of Hollywood, 128 S. Alvarado, Dept. 5, Los Angeles 57, Calif.

PICTURE POST CARDS made from your photograph. 1000 \$11.00. Raum's, 4154 Fifth Street, Philadelphia 40.

LEOTARDS, Bikinis, costumes. Send \$1.00 for actual photos. Stan Stanton, Liberty 1, New York.

NEWS Photos Wanted. For Details and Press Card Application Write Accredited Press, Box 148, Lawrence 2, New York.

Rare Books, Booklets, Art. Write for free illustrated catalog. Aladdin Book Co., 210-MP Fifth Ave., New York 10.

Post Cards from your pictures. Good profits—Large Market. Details free. R. W. Boberg Co., 526 Copeland Ave., La Crosse, Wisc.

BIKINIS, leotards, \$2.98 each. Cover Girl Originals, 115 West 57th Street—Suite 2000, New York, N. Y.

NEW! Uranium detector kit, \$8.49. Free catalog. CMG, Box 611-MP, Laramie, Wyoming.

PRESS CARD—Beautiful bicolored, authentic wallet size, opens the door to many courtesies. A must for every free-lance photographer. P.P. \$1.00. Commercial Master, Gardiner, New York.

"New Photography Technique—Get multiple views of subject with one shot using own camera. Instruction booklet \$2.00, Box 271B, Mill Valley, Calif."

You develop 120—\$3, 35mm—\$4. Sample prints, color slides, details, \$2. Gift with order \$5 or more. Be admitted. Photographer's ID pass cards and decals, \$1. Filac Products, 254 So. Broadway, Rm. 254M, Los Angeles 10, Calif.

NEW! SENSATIONAL 35mm SLIDE PROJECTOR

Revere "888"

Fully automatic—shows 36 slides all by itself

Lets you sit or stand anywhere in the room and explain your slides as they show themselves at the speed you choose!



No Levers or Buttons! "888" works by itself so you can enjoy your guests, move about your room. True, self-operating projector!



No Dangling Cords! Function knob lets you time the slide change to slow, medium, fast, semi-automatic or manual operation.



No Special Slide Mounts! Magazine holds 36 any type 35mm slides. Returns them in ready-to-show sequence. Permanent file, too.



Built-In Pointer! Enables operator to superimpose movable arrow over scene. It is ideal for lectures, etc.



500-WATT ILLUMINATION

The new Revere "888" brings new freedom and enjoyment to showing favorite slides! Just set the switch and it shows 36 slides as fast or as slow as you like—without your touching a finger to it! It operates completely by itself, bringing the most brilliant, sharpest pictures without effort. Illumination control for individual picture brilliance. 20 other exclusive features! See it demonstrated! With durable case and 7 Revere magazine trays. **\$144.50**

REVERE CAMERA CO. • CHICAGO 16, ILL.



"40" 8mm Magazine Camera

Budget priced luxury! Drop-in loading; adjustable viewfinder; 5 speeds. Wollensak f/2.5 Wocoted lens, in fixed focus, inc. tax.... **\$104.50**



"84" 8mm Turret Camera

Uses economical spool film. Versatile rotating 3-lens turret head. 13mm f/2.5 Wollensak Wocoted lens in fixed focus, inc. tax.... **\$122.50**



"85" 8mm Projector

Long-life 500-watt lamp; two 300 ft. reels; fast 1-inch FL6 coated lens; extra 17mm Wide Angle attachment. With case **\$124.50**



"T-1100" Dual-Speed Tape Recorder

High Fidelity "Balanced Tone"; single-knob control. With microphone, radio attach. cord, 2 reels (one with tape), case. **\$169.50**



"T-700-D" Dual-Speed Tape Recorder

High Fidelity "Balanced Tone"; keyboard control. With microphone, radio attach. cord, 2 reels, (one with tape), case. **\$225.00**



FOR ONLY A LITTLE MORE...

The Added Advantages of a

Linhof
SUPER TECHNIKA

3rd

OF A SERIES

In the last 25 years camera design has made significant strides—keeping pace with general photographic progress and the great advances made both in optics and film chemistry. There is no longer a heated contention between the relative merits of the 'small' versus the 'large' negative — or the supposed disadvantages of either.

While all cameras — subminiature, miniature, reflex, roll-film, stereo, sheet film, and others — are intended for taking pictures, each is, in most instances, particularly suitable for specific applications. And while each of these cameras may be pressed into use for other types of work — they are not all equal in their versatility.

The reflex, for example, has brought greater ease to composition, but has not particularly extended the camera's usefulness beyond taking pictures. There is much to be said for the adaptability of the miniature. But, basically, its greatest contribution to the cause of photography has been as a medium for candid, unposed, action pictures — under available light conditions.

It would appear, that among them all, the sheet film camera takes first place for inherent versatility. The Linhof Super Technika alone establishes this beyond any doubt. It has, in fact, been referred to as the world's most versatile camera.

To start with (and the Super Technika shares this advantage in common with all sheet film cameras) there is a greater variety of sheet film emulsions than all other types combined — for practically every possible requirement in photography: commercial, process, portraiture, industrial, scientific, etc. And, with the larger negative size, there is virtually complete freedom from grain and critical processing problems.

This alone would commend the large camera for the greatest number of photographic applications. But, there is more — much more. The Super Technika owes its versatility, not merely to the great variety of film emulsions available. It is the one camera with every conceivable facility for doing the great variety of tasks which arise in photographic work. To own a Linhof Super Technika is to be best equipped in photography.

Linhof VERSATILITY

These features alone may give you some idea of the vast scope of this remarkable instrument:

- Built-in Multifocus Rangefinder with optical prism for maximum brilliance and accuracy.

- Couples to as many lenses as desired by simply and easily interchanging coupling cams.

- Extra Large coupling cams for most precise tracking to focusing curve.

- 3-Section Track Assembly and triple extension bellows allow extreme closeup photography and the use of longer tele lenses.

- Revolving Back permits choice of vertical or horizontal format without altering camera position or removing from tripod.

- Camera Movements — horizontal, vertical and diagonal back swings—together with rising, falling, tilting, shifting and swinging lens standard — for control of perspective distortion and depth-of-field.

- 2-Position Drop Bed

- Rapid Lens Interchangeability — the world's finest lenses to choose from — Linhof-tested and approved.

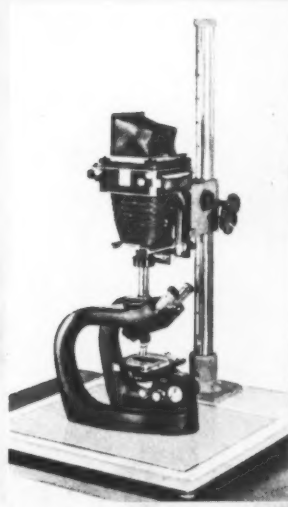
- All-metal Construction — precision tooled and luxuriously finished.

These are all added advantages which you do not find in any other camera in the field — and which you can enjoy for very little more than the cost of conventional equipment.

Copies of this and previous ads describing Super Technika features may be obtained by writing to the address below. Descriptive literature and price information will be included. Super Technika cameras are made in 2 1/4 x 3 1/4", 4 x 5 and 5 x 7.

See Your LINHOF Dealer for a Super Technika demonstration.

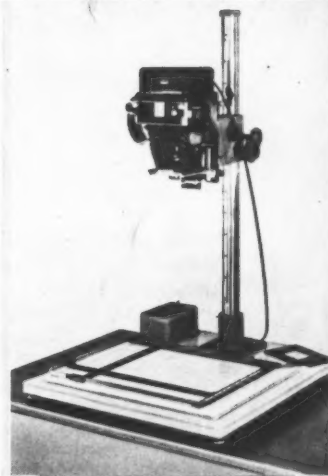
Linhof Corporation of America



INDUSTRIAL



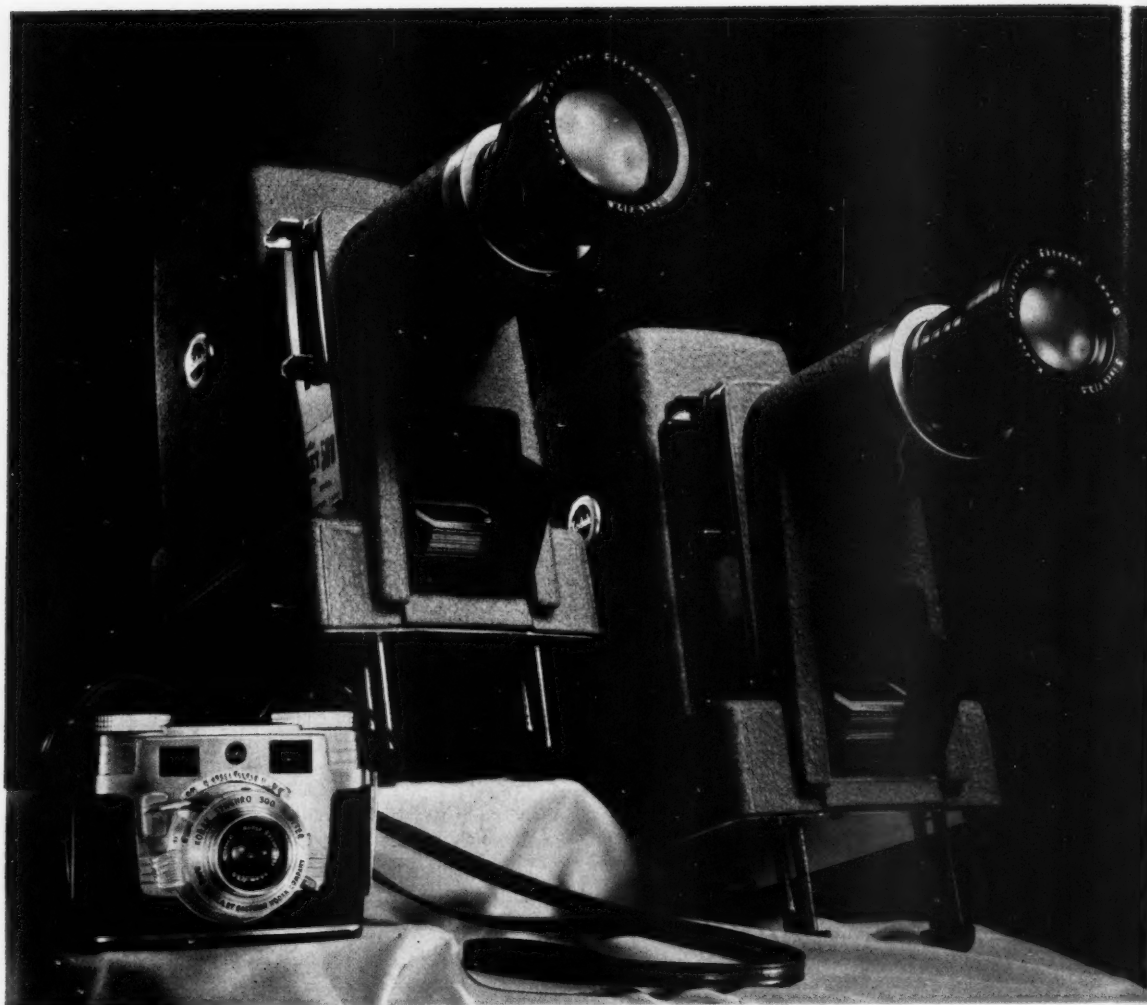
COMMERCIAL



ENLARGER



PORTRAITURE



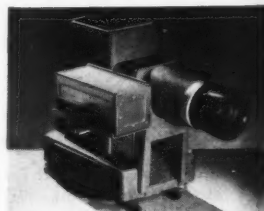
Signet *quality* in your slides... Signet *power* on your screen...

Good color demands teamwork. Pick a Kodak Signet 35 Camera, with the finest miniature-camera lens Kodak makes... match it with a 300-watt or 500-watt Kodaslide Signet Projector... and you have a winning team, from scene to screen.

There are many Signet-Signet combinations, one to fit your specific needs. The Signet 300 Projector has an $f/3.5$ lens; the 500, a choice of $f/3.5$ or $f/2.8$ for extra brilliance, larger screen images. And each of these projectors can

be chosen with a single-slide changer, automatic magazine changer, or both.

Talk to your Kodak dealer. Let him show you the handsome, compact, \$75 Kodak Signet 35 Camera. Let him demonstrate the quietness and superb screen power of the Signet Projectors. Then work out the combination that's right for you. The cost is low—whether you use cash or your dealer's convenient terms.



Kodak Signet 35 Camera—Kodak Ektar $f/3.5$ Lens, *Lumenized*. Coupled, combined rangefinder and viewfinder. Kodak Synchro 300 Shutter. Ball-bearing lens mount, double-exposure prevention, automatic film stop and film count. Price, \$75.

Kodaslide Signet 500 Projector—Close-coupled *Lumenized* condenser system, 500-watt bulb, quiet *impeller* cooling. With snap-action slide feed and $f/3.5$ lens, \$72.50; with $f/2.8$ lens, \$79.50. With Automatic Slide Changer, \$82.50 and \$89.50. **Kodaslide Signet 300 Projector** with 300-watt bulb and $f/3.5$ lens, \$59.50. With Automatic Changer, \$69.50.

Prices include
Federal Tax and are
subject to change
without notice.

Kodak
TRADE-MARK

EASTMAN KODAK COMPANY, Rochester 4, N. Y.